

December . . .

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—News and Regular Departments

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The MANUFACTURING CONFECTIONER

Vol. XIII

DECEMBER, 1933

No. 12

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CHOCOLATE FAT-BLOOM.....

*Do you know what it is
and How To PREVENT IT?*

For the first time the complete story of chocolate fat-bloom has been written and published in the form of a monograph by the man who was responsible for the first scientific paper on the subject, in the Journal of the Society of Chemical Industry in 1927. The Author has been called in to cure more cases of fat-bloom than any other one person. Order a copy now of his latest and most valuable contribution to the literature of the industry

“THE PROBLEM OF CHOCOLATE FAT-BLOOM” *A technical and practical monograph* BY ROBERT WHYMPER

(Author of “Cocoa and Chocolate: Their Chemistry and Manufacture,” 2 Editions; “Cocoa and Chocolate” in the standard work—Allen’s Commercial Organic Chemistry,” 3 Editions, etc.)

The book is divided into two sections: Section I deals with a full scientific and technical discussion of chocolate fat-bloom; Section II tells the practical chocolate man in simple language how it may be prevented. Contains reproductions of 2 photo-micrographs illustrating 2 forms of chocolate fat-bloom; 14 charts of solidification curves, viscosity curves, etc.; 2 figures illustrating a simple solidification curve and the changing melting points of cacao butter.

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THE MANUFACTURING CONFECTIONER PUBLISHING CO.
1140 The Merchandise Mart, Chicago, Ill.

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1140 The Merchandise Mart, Chicago, Illinois.

Date.....

You may reserve copy for us of Robert Whymer's new book, "The Problem of Chocolate Fat-Bloom". Check in the amount of \$..... to cover is attached hereto.

(Price in U. S. A.—\$2.50 per copy. Foreign—\$3.00)

Mail copy to: Name.....

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COUPON

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INDEX TO

The Manufacturing Confectioner's Approved Advertising of

Confectioners' Machinery and Supplies

**and Miscellaneous Advertising Directed to
Manufacturing Confectioners**

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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1934 JANUARY 1934						
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The CANDY MAN'S CALENDAR

December							January							
12th Month				31 days			1st Month				31 Days			January
31 days				{ 5 Sundays 5 Saturdays}			31 Days				{ 4 Saturdays 4 Sundays}			
Day of Month	Day of Week			EVENTS			Day of Month	Day of Week			EVENTS			
1	Fr			Get out your Santa Clauses. It's almost here.			1	M			New Year's Day.			
2	Sa					2	Tu			Easter comes on April 1st this year. Easter goods should be ready for delivery in another month. Valentine goods are being shipped.			
3	S					3	W			Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (Each Wednesday).—Monthly meeting Retail Confection Assn. of Philadelphia. Philadelphia Turngemeinde, 1705 N. Broad Street.			
4	M			Monthly meeting The Candy Production Club of Chicago, Chicago, Ill. Fourteenth Exposition of Chemical Industries, Chas. F. Roth, Manager, Grand Central Palace, New York City. (4-9)			4	Th			Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.			
5	Tu					5	Fr			Have you had your equipment overhauled? Now's the time; don't delay.			
6	W			Weekly meeting Colorado Confectioners' Assn. (each Wednesday), Oxford Hotel, Denver.—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Elks Hotel, Philadelphia, Pa.—American Institute of Chemical Engineers, Roanoke Hotel, Roanoke, Va. (6th-8th)			6	Sa			George Washington and Abraham Lincoln both have birthdays next month. No doubt your special packages and novelties are ready for delivery.			
7	Th			Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Westchester Candy Jobbers' Assn., Yonkers, New York.			7	S					
8	Fr			Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioner's Club, Louisville, Ky.			8	M			Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.—Monthly meeting Chicago Candy Club, Medinah Michigan Ave. Club, Michigan Ave., Chicago.			
9	Sa			The Confectionery Salesmen's Club of Baltimore banquet, Rennert Hotel, Baltimore.			9	Tu					
10	S					10	W					
11	M			Easter and St. Valentine novelties and boxes should be well advanced by now.			11	Th					
12	Tu			Monthly meeting Conf. Buying Assn., Inc., 17 E. Austin Ave., Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman; Western Confectionery Salesmen's Assn. Convention, Medinah Michigan Ave. Club, Chicago (12th-14th).			12	Fr					
13	W			Christmas buying in full swing.			13	Sa			St. Valentine's Day just one month off.			
14	Th					14	S					
15	Fr					15	M			Annual meeting Candy Executives' & Asstd. Industries' Club, St. George Hotel, Brooklyn, N. Y.—Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia.			
16	Sa					16	Tu					
17	S					17	W			Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.—Monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City.			
18	M					18	Th					
19	Tu			Monthly meeting Candy Executives' & Asstd. Industries' Club, St. George Hotel, Brooklyn, N. Y.—Monthly meeting Confectionery Salesmen's Club of Philadelphia Inc., Progress Club, Philadelphia.			19	Fr			Graduation for the next two or three weeks. Candy makes a nice graduation gift.			
20	W					20	Sa					
21	Th			Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.—Monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City.			21	S					
22	Fr					22	M			Monthly meeting Association of Mfg. of Confr. & Choc. of State of New York, Pennsylvania Hotel, New York City.			
23	Sa					23	Tu					
24	S			Remember—lots of candy in those stockings!			24	W			Monthly meeting The Pittsburgh Candy Club, Pittsburgh, Pa.			
25	M			Merry Christmas!			25	Th					
26	Tu			Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.			26	Fr			Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.			
27	W					27	Sa					
28	Th			Monthly meeting Association of Mfg. of Confr. & Choc. of State of New York, Pennsylvania Hotel, New York City.			28	S					
29	Fr			How about that inventory?			29	M					
30	Sa			Monthly meeting The Pittsburgh Candy Club, Pittsburgh, Pa.			30	Tu			Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.			
31	S					31	W					

GUITTARD

FAMOUS FOR OLD DUTCH MILK AND FRENCH VANILLA COATING

TO HASTEN THE PROCESS of drying cocoa beans, some plantations use artificial heat. The best way (and Nature's way) is by the warm rays of the tropical sun. Guittard buyers select only the best grades of sun-dried cocoa beans. At the Guittard factory the various varieties are skillfully blended. Modern roller bearing machinery and a new emulsifying process, complete the production of Guittard Coating . . . a Coating outstanding for its velvety smoothness, delightful aroma and superlative flavor.



Drying the cocoa beans by the sun's rays on a tropical plantation.



EST. 1868

GUITTARD CHOCOLATE CO. SAN FRANCISCO

We Thank You

THE holiday spirit visits all of us. It draws us together, as a family. The bonds of friendship and love are indeed strengthened at this time of the year. All creeds and classes feel the blessedness of the brotherhood of man.

May this Christmas be a particularly merry one for you and the coming new year prove to be one full of happiness and prosperity.

MERCKENS CHOCOLATE CO., Inc. BUFFALO, N. Y.

NEW YORK
25 W. Broadway

BOSTON
131 State St.

LOS ANGELES
1807 E. Ninth St.

CHICAGO—Handler & Mercken, Inc., 180 W. Washington St.



ATLAS GENUINE FRUIT EXTRACTS SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

An EXTRACT which will add a superior quality to your CONFECTIONS

H. KOHNSTAMM & CO., INC.

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

First Producers of Certified Colors



GREETINGS FROM OUR HOUSE TO YOUR HOUSE

ANHEUSER-BUSCH CORN SYRUP

A N H E U S E R - B U S C H
St. Louis, U. S. A.



Strawberries

Because of their fine flavor, firm texture, and rich color
we feel you will find

OLYMPIA

DIPPING STRAWBERRIES

Unrivaled for Dipping

Packed in hermetically sealed No. 12 cans to keep all their natural goodness unimpaired, these Strawberries should enable you to offer outstanding Strawberry Cordial Chocolates for the coming season.



PUT THIS on YOUR 1934 SCHEDULE

**The CONFECTIONERY BUYER WILL DO
A DOZEN SALES JOBS You Should Not Overlook!**

YOU are eager to build your sales profitably. You can do it by a consistent advertising program in **The CONFECTIONERY BUYER**. It will make sales possible at a lower cost than can be done without it. You can tell your story to 8,000 wholesale and large retail buyers in their only specialized publication at a page rate of less than 1c per buyer—unequalled in low cost by any other medium, direct mail or trade papers. And "The BUYER" completely covers the trade!

Here are the definite sales jobs **The CONFECTIONERY BUYER** will do for you:

1. Make sales—i. e., do a mail-order business on specific items.
2. Obtain inquiries.
3. Sell prospects at times they are in the market to buy. Orders are less frequent today and smaller. Sales costs, therefore, must be less.
4. Introduce new items quickly and economically.
5. Prepare the way for your salesmen and back up their sales presentation.
6. Present your sales message completely and effectively. The CONFECTIONERY BUYER is given more reading time by candy buyers than they permit salesmen fully to present their line.
7. Sell buyers on buying on basis of Quality, Turnover, Repeat Business and Profits.
8. Build a preference for your line through consistent cultivation of the buyers and repeated sales impressions.
9. Get preference at a price reasonably satisfactory to you—by emphasis upon values in your merchandise.
10. Increase your good-will and establish greater prestige in your line.
11. Keep present customers sold on standing and reliability of your house and line.
12. Attract new, desirable distributors and large retail buyers.

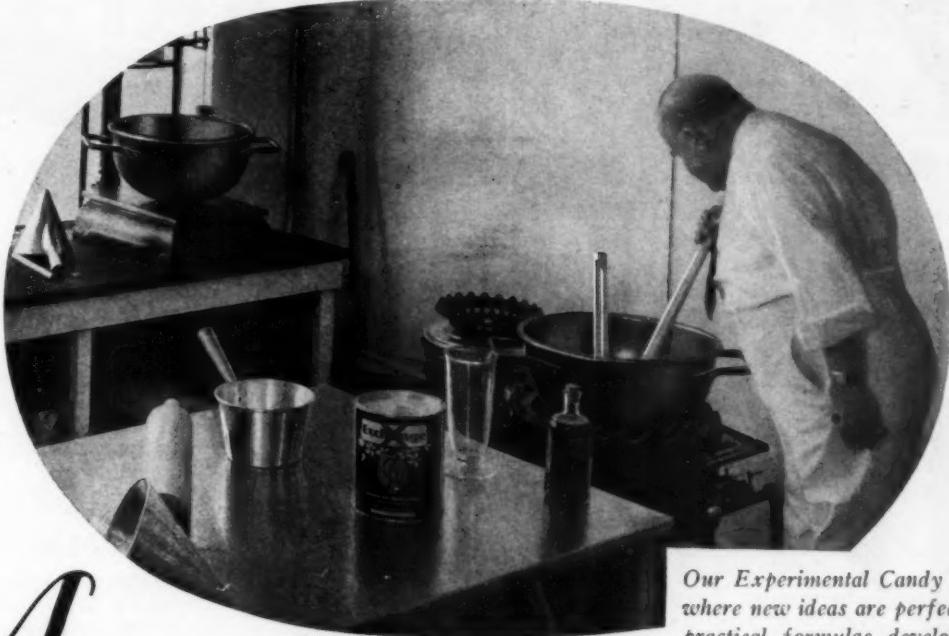
Let us work out an economical program with you now! It will pay!

THE CONFECTIONERY BUYER

Division of The Manufacturing Confectioner Publishing Co.

1140 The Merchandise Mart, Chicago, Illinois

The Industry's only publication with an AUDITED Wholesaler CIRCULATION—Member of Controlled Circulation Audit Bureau.



Announcing

A NEW SERVICE FOR CONFECTIONERS

Products Department, California Fruit Growers Exchange, manufacturer of Exchange Citrus Pectin for Confectioners, has established an Experimental Candy Factory at its plant in Ontario, California. Under the direction of a thoroughly practical candy maker, this experimental factory, fully and completely equipped, is for the purpose of developing new formulas and recipes for candies making use of Exchange Citrus Pectin, the new basic material which is being used extensively at the present time in jelly pieces and gum type goods.

Assisting in this work will be a staff of able chemists and men trained in candy manufacture. This development work will be continuous, enabling us to supply candy manufacturers with the latest formulas and information about the use of Pectin at all times.

Besides developing new candy recipes using Exchange Citrus Pectin, this experimental candy factory will also serve as a laboratory to assist our customers in devising special processes for Pectin candies to meet unusual manufacturing conditions. This service will be rendered gladly without obligation to manufacturing confectioners.

Exchange Citrus Pectin Adds New Attractiveness and Sales Appeal

Since its introduction to Confectioners in 1932, Exchange Citrus Pectin has become recognized as a new basic ingredient which makes possible jelly pieces and gum type goods of a far superior quality. Used in combination with other materials it offers manufacturers new possibilities in colorful, delicious pieces of long shelf life and maximum attractiveness to eye and to taste. And these new quality pieces are produced at lowest cost, for no new equipment is required to make them.

Mail the Coupon Today

Many new and interesting pieces, and new uses for Pectin are being developed in the Exchange Experimental Candy Factory. They have wonderful sales possibilities and they are practical for any plant. We will be glad to send you samples and formulas for these new pieces as they are perfected. Use the coupon or write on your letter-head, and we will put you on the mailing list to receive our bulletins without charge.



*Our Experimental Candy Factory
where new ideas are perfected and
practical formulas developed for
the use of the candy manufacturer.*

7 Advantages in Your Jelly Pieces and Gum Type Goods with



CITRUS PECTIN for Confectioners

1. Clearer, more sparkling
2. Truer to taste
3. More natural
4. More refreshing
5. More tender
6. FRESHER—longer AND
7. No need for dry room.

California Fruit Growers Exchange
Products Dept., Sec. 212,
Ontario, California.

Please put me on the list to receive
samples, formulas and other informa-
tion from your new Experimental
Candy Factory for Confectioners.

Name

Firm

Street Address

City State



UNION

CHOCOLATE DEPARTMENT

National Equipment Coaters and Enrobers, 32", 24", 16"—all attachments. Bottomers, Automatic Feeders, Coolers and Packers.

Strokers and Decorators.

Greer and Universal 24" Coaters with Coolers and Packers.

2,000-lb. capacity National Chocolate Melters.

1,000-lb. capacity National Chocolate Kettles.

500-lb. capacity National Chocolate Kettles.

300-lb. capacity National Chocolate Kettles.

Walters Basket Machine.

2-pot Electric Chocolate Dipping Tables.

Forgrove Foil Wrapping Machine, with motor.

Smith Scales.

MOULDING MACHINERY

Steel Mogul Machines, fully automatic.

Steel Mogul Pumps.

Wood Moguls, Type A.

Wood Mogul Pumps, 10 to 80 outlets.

Huhn Starch Conditioning Machine and Conveyors, etc.

National Automatic Cherry Dropper.

Starch Trays with starch.

Plaster and Aluminum mould boards.

Merrow Cut Roll Machines.

Friend Dreadnaught Machine.

Werner Combination Printer and Depositor.

Springfield No. 2 Depositors.

Racine Depositors.

Springfield Simplex Starch Buck.

Hand Printers.

Colseth Starch Board Trucks.

Gyrator Sifters.

Buy now before prices advance and while very desirable up-to-date equipment is offered for resale at tremendous savings.

Revised schedules of hours makes it necessary to add men and ma-

HARD CANDY MACHINERY

Springfield and Baker Continuous Cookers. Gaebel Continuous Automatic Plastic Machinery, with 7 chains, complete.

Simplex Vacuum Cookers.

Burkhard Vacuums with kettles and pumps, 200 to 1,000 lb. capacity.

Werner Ball Machines, semi and fully automatic.

Racine Die Pop Machines.

Racine Duplex Automatic Sucker Machine with conveyor and blower, also continuous cutting rollers.

Hildreth size 6, Pulling Machines, double arm. Also size 3.

Continuous Cutters, Brach, Racine.

York Batch Rollers, motor driven.

Water-Cooled Tables, 3' x 6' and 3' x 8', 4' x 10'.

Forgrove Hard Candy Wrapping Machines (with twist ends).

Sucker and Stick Wrappers.

Kiss Machine, Model K.

Mills Drop Machines, 4" x 7", 6" x 8", full assortment rollers.

Send us full details of machinery you wish to dispose of.
We pay cash for single machines or entire plants.

We have the facilities and ability to rebuild
machines equal to new.

WRITE OR WIRE AT OUR

UNION CONFECTIONERY MACHINERY

CABLE ADDRESS UNION

MACHINERY BARGAINS

SURPRISINGLY LOW PRICES

LIBERAL TERMS...IMMEDIATE DELIVERY

chines to keep up with production requirements—to sell at a profit at reasonable prices, to induce purchases—and maintain present wage scales. Aim for top-notch efficiency.

CREAM AND MARSHMALLOW DEPARTMENT

Hohberger Cream Machine.

Springfield and Werner 600-lb. and 1,000-lb. Syrup Coolers with Cream Beaters, Kettles and Pumps.

Ball Cream Beaters, 4-5-7 ft.

Dayton Cream Beaters, 5 ft.

50-gal. Springfield E. B. Cream Remelters, also Werner, Burkhard.

Springfield 50-gal. Marshmallow Beaters, also Werner, double action.

Savage Marshmallow Beaters, 80-gal. and 110-gal.

STEAM KETTLES

Steam-Jacketed Mixing Kettles, 25 to 250-gal. capacity, with and without mixers.

CARAMEL, JAP AND NOUGAT MACHINERY

Ideal Caramel Cutters and Wrappers, $\frac{1}{4}$ ", $\frac{1}{2}$ ", and $\frac{3}{4} \times 1\frac{1}{2}$ " sizes.

50-gal. double action, Mixing, three-speed tilting jacketed kettles, Springfield.

50-gal. single action, Mixing, tilting jacketed Kettles, Springfield.

Caramel Cutters, White, Racine.

Mills Reversible Sizing Machines.

National Equipment Automatic Nougat Cutter.

Racine Nougat Cutters, also Mills.

Burkhard Jap Mixing Kettles.

Mills 15" Jap Cutters.

Heilman Bon Bon Machines.

SOLID CHOCOLATE DEPARTMENT

Bausman Battery of 4 Discs with Kettles.

Bausman Liquor Mills, Double Disc.

38" National Triple Mills.

Refiners, 3- and 5-Roll.

Chocolate Melters, 300 to 2,000 lbs.

National and Lehman Conges.

Sirocco Automatic Roasters.

National Paste Moulding Machines with Shaking Tables.

Racine Chocolate Depositors.

Springfield 10-lb. Weighing Machine.

Sugar Pulverizers.

Burns Cocoa Bean Cleaner.

Melangeurs, Lehman, Carey, Baker.

Burns 5-bag Roasters.

Crackers and Fanners, seven compartments, National, Lehman.

Five- and Ten-Cent Ferguson & Haas Chocolate Bar Wrappers.

UNION

Rebuilt
Candy Machinery

RARE BUYS OFFERED CHEAP *for Quick Sale*

24" National, Greer and Universal Coaters with Coolers and Packers.

Gaebl Continuous Automatic Plastic Machinery, with 5 chains, complete.

National Equipment Automatic Cherry Dropper.

Springfield Continuous Cooker with Kettles.

Bausman Double-Disc Liquor Machine.

Bausman Battery of 4 Disc Machines, with Kettles and Interconnecting Parts.

300 to 2,000 lbs. Chocolate Kettles.

Merrow Cut Roll Machines.

1,000-lb. Werner Syrup Cooler, with 2-cylinder Snowflake Cream Beater, Kettle and Pump.

AT OUR EXPENSE TODAY

MACHINERY CO., INC. 318-322 LAFAYETTE ST.,
NEW YORK CITY

ADDRESS CONFECMACH



Editorial

The Tugwell Bill

TO Federal legislation proposed in recent years has aroused more opposition from the ranks of industry than the new Food and Drugs Act, known as the Tugwell Bill. Hearings are now being held preliminary to its second introduction before Congress in January. Much alarm has been caused in the confectionery industry over the probable effects of its drastic provisions. A reflection of opinions may be helpful.

It should be said first that this industry is in sympathy with the purposes of the bill. It recognizes the necessity of cleaning up many forms of misrepresentation and other bad practices detrimental to the consumer which exist under the present Pure Food Law. The prevailing attitude, however, is that of opposition because: (1) it gives too much opportunity for tyranny on the part of government inspectors and the Secretary of Agriculture, and (2) its major regulations are impractical and will work undue hardships on manufacturers and distributors.

As to standards, many candy manufacturers say they would be willing to abide by a schedule of standards for their products if such standards were arrived at with sufficient deliberation and practical reasoning. But *not* if such standards are to be rushed through, dictated mainly by one individual, and particularly not if there is no court appeal for changes. Thus it is with its many other regulations pointed out elsewhere in this issue.

* * *

A legislative battle royal over the Tugwell Bill is predicted to take place on the floor of Congress. Some weakening among its proponents has already occurred. Senator Cope land has said that while he is in accord with

the spirit of the Tugwell and Sirovich bills, "some changes might well be made." Others have admitted that it will be drastically revised.

Candy manufacturers object to being classed with makers and advertisers of questionable drugs. Food interests and others would prefer three bills; one for food, one for drugs and cosmetics, and one for advertising.

Some constructive business leaders with their feet on the ground disapprove of many features of the bill but believe that the government will make rather satisfactory revisions.

* * *

The candy industry has also been greatly upset by efforts of the AAA to force many of the provisions of the Tugwell bill into the codes of both the manufacturers and wholesalers. Sections have been lifted bodily from the bill, notably the sections dealing with advertising and labeling. These were actually imposed upon the distilling industry—to have effect whether or not the bill becomes law.

Good fortune may be favoring the candy industry, however, and it may escape this fate. Indications are that we shall be transferred from AAA to NRA, in conformity with the President's recent order affecting all food codes, excepting those dealing with the first processing of agricultural products. Candy leaders report that nothing is lacking but official word. "We shall be far away from AAA then," they say, "for NRA is not so interested in the Tugwell bill." Thus these objectionable features may be dropped from the candy codes. But the Tugwell bill is still to be fought.

* * *

The revision of the Food and Drugs Act is not emergency legislation, such as NRA, hence

there is no need for rushing it through Congress at this time. The finished Act will be a permanent law—and it should not be a bad law.

Even at best, is this the appropriate time to pass such drastic legislation? Changing the present law would be very costly to manufacturers in changing labels, packages, and many other things. Furthermore, it would greatly upset business at this critical time. The perplexities of getting a satisfactory schedule of hours and wages and a code of fair trade practices adopted, together with lagging improvement in general business conditions, have been almost too much to bear. The uncertainties under new standards and restrictions would add to the troubles of industry, instead of lessen them. In the words of Earnest Elmo Calkins, "When your house is on fire is not the time to stop and consider the installment of new plumbing fixtures."

Diplomacy in Advertising

THE question of diplomacy in consumer advertising with reference to how far a candy manufacturer should go today in publicizing the fact of his many foreign sources of raw materials faced one American candy manufacturer amidst a storm of protests.

A full-page advertisement of this well-known candy manufacturer in a national publication a short time ago stirred up a commotion in southern California. The advertisement declared that "the whole world gives its best for Blank's chocolates." The statement was illustrated with small drawings showing twelve products used in their candies, accompanied by description of the places from whence the materials came.

None of the twelve products was produced in the United States. The Californians were especially displeased over the fact that the list included almonds, cherries, dates, filberts, and honey, all of which are produced in their state.

Editorials appeared in a score of the smaller papers in southern California condemning the advertisement and urging the citizens to do likewise. It was reported that many indignant readers expressed their opinions to the manufacturer. Obviously, many American-made products were unmentioned owing to this manufacturer's desire to emphasize the romance in his plan of world-wide selectivity.

Differences Removed

THE rapidity with which the bar goods manufacturers dropped their tomahawks and again passed the peace-pipe during the past month is a tribute to the wisdom and character of the members. Threats of a price war, free goods, and over-size have subsided. The industry is relieved.

A letter to *The MANUFACTURING CONFECTIONER* on December 1, from the secretary of the so-called President's Club, attests to the fact that tranquillity reigns in their midst.

"It gives me great pleasure," said the secretary, "to advise you at this time that the relations existing among the members of this body are on a cordial and harmonious basis, arrived at as a result of honest, fearless and frank discussions of unworthy practices that have from time to time made their appearance in the industry, and the best method of preventing their recurrence."

Barriers to Business

CANE peddler stood behind a mud puddle on a thoroughfare near the World's Fair grounds one day last summer. Needless to mention the plight of his business, with this barrier between him and the passing crowds.

In reviewing one's candy business during 1933, it should pay each manufacturer's executive to look around carefully for the "barriers to business" that should be removed.

Name the things you can remedy or help to remedy, from the path of your firm under some such classifications as these:

1. Industry Conditions—Competitive Conditions, Trade Practices, Cooperation Among Manufacturers, etc.

2. Individual Company Conditions—Reputation, Quality of Merchandise, Sales Policies, Merchandising Activities, etc.

Every company has its own business barriers—many of which can be removed next year by proper planning now.

The MANUFACTURING CONFECTIONER cordially extends to its readers Greetings of the Season. May the New Year bring forth a full measure of Health, Happiness, and your own Special Requirement for Prosperity!

Tugwell Bill Has These Six Fundamental Defects

♦ **Drastic Provisions Contained in Proposed Revision of Pure Food and Drugs Law Vitally Important to All Candy Manufacturers. Washington Hearings Started**

The Complete Bill Is Published on Pages 44-48.

REXT month strong opposition from the food and other industries, including the confectionery industry, will undoubtedly be aligned against the proposed revision of the Federal Food and Drugs Act when Congress convenes in its second session, early in January. The new law, with many drastic changes, is contained in the Copeland Bill (S. 1944), or as it is more commonly called, the Tugwell Bill. It was introduced too late for discussion in the first session of Congress last June and is now before a sub-committee of the Senate Committee on Commerce. This committee, composed of Senators Copeland (Chairman), Caraway, and McNary, announced it would begin hearings on the proposed legislation December 7. Leaders from various industries will have the opportunity of voicing their objections and recommendations. A Committee from the National Confectioners' Association will present the facts and views of this industry at the hearings. Edward M. Becker, of the Edward M. Becker Co., Cleveland, Ohio, is chairman.

The new bill was prepared under the direction of Assistant Secretary of Agriculture Rexford G. Tugwell, Walter G. Campbell, Chief of the Federal Food and Drug Administration, and the Solicitor's Office of the Department of Agriculture. It has been approved by the Department of Justice. It was submitted by Secretary Wallace, introduced in the Senate by Senator Copeland of New York, and its companion Bill, H. R. 6110, was introduced in the House by Representative Sirovich. Hearings on this will be held in January.

There is no question as to the need of revising the present Federal Food and Drugs Act, which was passed in 1906. Nearly 27 years of its enforcement have disclosed many serious deficiencies in its provisions, hence the new bill

is designed to supplant the present Act. The original Act was passed for consumer protection, but unscrupulous manufacturers, distributors and others found loopholes which permitted them still to prey upon the public with adulterations, misbranding, and various deceptions as to the quality and quantity in their containers. Now, however, the proposed law incorporates such autocratic and sweeping provisions that in attempting to curb the few imposters, many honest manufacturers and dealers will suffer irreparable injury.

All sound business men are in accord with the avowed purpose of the Bill; namely, "to prohibit the manufacture and sale of adulterated or misbranded food, drugs and cosmetics, and to prevent the false advertisement of these products." But under the guise of correcting certain abuses, a bill has been drafted which gives dictatorial power to the Secretary of Agriculture over grading, labeling, and advertising for the entire food, drug and cosmetic industry.

Among the provisions of the new draft are clauses giving the Secretary of Agriculture authority to prevent false advertising of foods, power to establish definitions and standards for foods which will have the effect of law, power to require manufacturers in certain cases to procure Federal permits, and requirements for more informative labeling. Superficially viewed, these may appear to be reasonable requirements, but in fact the bill really does very different things than its title suggests.

Careful study of its provisions over the past several months has caused widespread belief that the Bill should be redrafted or killed. Inasmuch as it is to be a permanent law, probably lasting many years before changes will be made, slow and careful deliberation should be exercised in framing it now. Revision of the Pure

Highlights of the Proposed Food Law

What the Copeland Bill, S. 1944, Also Called the Tugwell Bill, Will Mean to Confectionery Manufacturers if It Is Passed

1. SECRETARY of Agriculture is given unwarranted bureaucratic power for administration and legislation, with authority to extend provisions of this Bill as far as he deems necessary.

2. Confectionery is defined as adulterated if it contains alcohol, resinous glazes, or non-nutritive substances.

3. Packages larger than necessary for candy they contain considered slack filled and misleading, under misbranding.

4. Labels and advertising deemed misbranded if in any particular untrue, or by ambiguity or inference create misleading impression.

5. Labels and packages must bear name and address of manufacturer, packer, seller, or distributor. Also accurate statement of quantity of contents in terms of weight or count, as may be required by the Secretary.

6. Requires on label approximate disclosure of formulas.

7. Secretary authorized to fix standards of quality and fill of container for any food, and require grade stated on label.

8. Manufacturers deprived of right to appeal to courts for change of decisions on standards.

9. Empowers making regulations on conditions of manufacture or packing as Secretary deems necessary to protect public health.

10. Creates drastic powers of inspecting plants and copying records. Compels disclosure of methods and materials.

11. Permits seizure of goods without court order, and restraining shipments interstate commerce on refusal to permit factory inspection.

12. Virtually saddles manufacturers with system of maintaining voluntary inspection service at their expense.

13. Penalties for violation of the Act increased. For unintentional first offense every director and officer of firm may be fined \$1,000 and sent to prison for one year.

14. Dealers not exempt from prosecution, unless they obtain signed guaranty from manufacturer of every brand that each assumes responsibility for any violation of this Act. . . .

Many other features. Read the Bill, reprinted in full on page 44.

Food and Drugs Act is in no sense an emergency measure, as was the NRA, and should not be rushed through in haste. Furthermore, at this time when business is desperately attempting to stabilize itself, the adoption of the new food law certainly would upset the industries concerned because of the uncertainties of definitions, standards and other requirements to be established by the Secretary of Agriculture. Revision of labels and untold other expense would also be involved at this critical time in business finances.

The bill is reproduced in full elsewhere in this issue of THE MANUFACTURING CONFECTIONER.

Owing to its penalties of both heavy fines and imprisonment for infractions (either with or without intent), the Act comes under the classification of criminal law.

According to the views of its many critics, the Bill has six fundamental defects, which are cited in this discussion.

1. Provisions Are Vague and Sweeping

The provisions are altogether too vague and sweeping for a criminal law. For example, in its definitions of misbranding and of false advertising:

"Sec. 6. A food[†] shall be deemed to be misbranded (a) if its labeling is *in any particular false, or by ambiguity or inference creates a misleading impression regarding any food."[‡]

"Sec. 9. (a) An advertisement of a food[†] shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food.[†]"

How is advertising to be written that someone may not say that "through ambiguity or inference" he received a mistaken impression of the product? If Santa Claus is pictured as bringing a box of candy from the frozen north, may not the directors be sent to jail?

Interpret these two clauses in the light of the following:

"Sec. 18. (b) Whenever a corporation or association violates any of the provisions of this Act, such violation shall also be deemed to be a violation of the individual directors, officers or agents of such corporation or association who authorized, ordered, or did any of the acts constituting, in whole or in part, such violation."

It seems scarcely possible that such provisions as these will ever be enacted into law; and if enacted, even less possible that they would ever be literally applied. But even so, in the face of so loosely drawn provisions, some director of a food[†] corporation might conclude that the only safe course, if he wishes to keep out of jail, is to vote against all proposals that his company advertise—which has been the right arm of many legitimate national sales campaigns.

[†]Also drugs and cosmetics.
[‡]Underlinings are not in the Bill.

2. Unwarranted Bureaucratic Power

The Bill gives unwarranted bureaucratic power not only for administration, but apparently also for legislation to the Secretary of Agriculture:

"Sec. 7. (f) The Secretary is hereby authorized to prescribe by regulations requirements for such further information on the label thereof as he may deem necessary to protect the public from deception."

"Sec. 10. (a) *If the Secretary finds that the presence of an added poisonous or added deleterious substance in or on food† is or may be injurious to health, taking into account other ways in which the consumer or user may partake of or be exposed to the same or other poisonous or deleterious substances, then the Secretary shall by regulations promulgated after notice and hearing prohibit such added substances in or on food,† or establish tolerances limiting the amount therein or thereon, to such extent as he may deem necessary to prevent such injury to health."

Note that the clause is not limited to what is injurious but extends to whatever the Secretary finds may be injurious.

"Sec. 12. (a) Whenever the Secretary finds that the distribution in interstate commerce of any class of food† may, by reason of conditions surrounding the manufacture, processing, or packing thereof, be injurious to health, and such injurious nature cannot be adequately determined after such articles have entered interstate commerce, he is authorized, after notice and hearing, to make such regulations governing the conditions of manufacture, processing, or packing as he deems necessary to protect the public health, and requiring manufacturers, processors, and packers of such class of articles to hold a permit conditioned on compliance with such regulations."

In other words, the Bill gives the Secretary blanket authority to extend the provisions of this Bill as far as he deems necessary. This is an unwarranted grant of legislative authority to a single individual.

Together with this legislative authority, note in the following provision the autocratic power given the Secretary to enforce whatever he has "deemed necessary":

"Sec. 23. (c) Hearings authorized or required by this Act shall be conducted by the Secretary or such officer or employee as he may designate for the purpose. The findings of fact by the Secretary shall be conclusive if in accordance with law."

We are informed that under this clause the findings of fact by the Secretary of Agriculture, if in accordance with law, could not be reviewed by a Court.

A single individual may extend "as he may deem necessary" the essential provisions of the Bill, and the findings of fact of this same individual are conclusive.

Thus, it is proposed to hand three great industries over to the virtual dictatorship of one man in order to correct a limited number of cases of fraudulent products and of mislabeling and of false advertising.

3. "Standards" Should Be Changed to "Minimum Standards"

In addition to all the powers listed above, the Act provides that the Secretary may grade food products and may establish an elaborate bureaucracy to inspect and enforce the grades he has established.

"Sec. 11. The Secretary is hereby authorized to fix, establish, and promulgate definitions of identity and *standards of quality and fill of container for any food."

Professor Tugwell, in a press release, said:

"The most important provision of the Copeland Bill from the standpoint of the food industries is that it provides for the formulation of food standards having the force and effect of law. The McNary-Mapes amendment to the foods and drugs act provided for such standards for canned food products only. S. 1133, approved by the Department of Agriculture and also introduced by Senator Copeland some two years ago, was designed to extend this same authority to establish standards for all food products, but it failed of passage. The new Copeland Bill contains this as a provision."

From this one might naturally infer that the Bill merely extends the application of the McNary-Mapes amendment to additional products, but, as a matter of fact, the Bill provides for something very different from that.

The McNary-Mapes amendment provides for minimum standards and requires packers who put up goods below the minimum standard to label their goods substandard. To this no objection is offered. But this bill says "standards" not "minimum standards." Under the Bill, it is intended, as we understand it, to establish for canned foods and perhaps other food products, three grades (above substandard)—namely, Grade A, Grade B, Grade C—and require every manufacturer to mark his grade on every can and package.

Competent attorneys are agreed that such provisions are unenforceable. The difference between Grade A and Grade B is largely a matter of judgment and to try to put a man in jail for putting Grade A on a can where the Secretary thinks it should be Grade B, can produce only a hopeless mess. If passed, the Secretary will have three courses before him—all of them bad:

(1) Try to make every one live up to his (i.e., Secretary of Agriculture's) idea of what Grade A means, which will involve no end of litigation.

(2) Be lax in enforcement, letting the unscrupulous induce the public by a Grade A label to think the quality of their goods superior to what they are.

(3) Be partial, i.e., use litigation as a threat against those who do not accept his "Voluntary Inspection Service" outlined below.

Hence, the consumer will not profit by the grading plan; certainly the manufacturer will not. This provision should be changed so as

to authorize only the establishment of one minimum standard for each product.

A further difficulty with Government grading is found in the fact that some lines of products deteriorate if kept too long or, even in a short time, if kept under unfavorable conditions of temperature. A Government grade could at best only indicate the grade when packed; it could not guarantee quality when bought.

4. Voluntary Inspection Service Should Be Eliminated

An even more amazing invasion into the candy, food and other industries is found in Section 22, which provides for "Voluntary Inspection Service":

"The Secretary, upon application of any manufacturer or packer of any food[†] sold in interstate commerce, may at his discretion, designate supervisory inspectors to examine and inspect all premises, equipment, methods, materials, containers, and labels used by such applicant in the production of food.[†] If upon such examination the food[†] is found to conform to the requirements of this Act the applicant may be authorized, in accordance with regulations prescribed by the Secretary, to mark the food[†] so as to indicate such conformity and such other facts relating to the identity or quality of the food[†] as the regulations may provide.

"Services to any applicant under this section shall be rendered *only upon the payment of fees to be fixed by regulations of the Secretary in such amount as to cover the cost of the supervisory inspection and examination, together with the reasonable costs of administration (including costs of establishing under Section 11 additional definitions and standards for the purpose of this section) incurred by the Secretary in carrying out this section. Receipts from such fees shall be covered into the Treasury and shall be available to the Secretary for expenditures incurred in carrying out this section."

Under a previous act the Department of Agriculture attempted to set up a system of "Optional Grading" in the canning industry. Under this system, at the request and expense of the packer, inspectors were placed in a few canneries throughout the period of the pack, and the owners of these canneries were authorized to label their products "U. S. Grade A" (Grade B, or Grade C, as the case might be). We are informed that the Department offered, if a certain small per cent of the pack would agree to this "Optional Grading," that the Department would provide Government publicity to popularize the U. S. Grades used by these packers.

This plan, as we understand it, was blocked by the fact that according to law, the packers' payments were covered into the Treasury and so were not available to defray the continuing expense of the service—and Congress refused to vote further appropriations for this inspection service except on the condition that the packer should no longer be entitled to place the U. S. Grade on his label.

BECKER HEADS FOOD LAW COMMITTEE TO REPRESENT CANDY INDUSTRY AT HEARINGS ON BILL

APPOINTMENT is announced of Edward M. Becker, Cleveland candy manufacturer and head of the Edward M. Becker Co., as chairman of the committee to represent the industry at the hearings on the proposed new Food and Drugs Act, or Tugwell Bill, which were to begin Dec. 7 in Washington. Other members of the committee include:

William F. Heide, Henry Heide, Inc., New York; V. L. Price, National Candy Co., St. Louis; John Hardie, Hardie Brothers Co., Pittsburgh; Dr. Stroud Jordan, Applied Sugar Laboratories, New York.

The sub-committee of the Senate Committee on Commerce, of which Senator Royal S. Copeland is chairman, is holding the hearings. Senators Caraway and McNary are other members of this group.

According to reports from headquarters, the legislative committee of the National Confectioners' Association was to hold a meeting in Washington about the middle of this month to consider what course of action may be taken for the good of the industry with regard to both the new Food Law and revision of the Excise Tax.

It seems to us obvious that the intent of the "Voluntary Inspection Service" section of this Bill is to reauthorize the discarded "Optional Grading" plan, this time no longer hampered by the necessity for applying to Congress for appropriations to maintain it. The money is to be obtained from canners and manufacturers, receipts from inspection "fees" in this Bill now being made available to the Secretary without further appropriation by Congress.

Authority to use Government publicity to promote the grades established by the "Voluntary Inspection Service" appears to be granted in Section 21:

"The Secretary shall cause to be disseminated such information regarding any food[†] as he deems necessary in the interests of public health and for the protection of the consumer against fraud."

The "Voluntary Inspection Service" section is especially vicious and should be entirely eliminated. In the first place, while the service is called "voluntary," it is in fact virtually compulsory if the Secretary cares to make it so.

Even if the Secretary did not coerce manufacturers, there probably could be found in every line a certain number of weaker manufacturers who would apply for the service in order to get the sales advantage of an United States guaranty of their grades backed by the

"publicity" power of the Secretary. In the face of this Government-sponsored publicity, others would feel obliged to follow, with the result that we would have an enormous bureaucracy of inspectors and their supervisors—the more the merrier, since paid for by the manufacturers—in other words, by reluctant volunteers. How vast this bureaucracy might become may be inferred from the fact that in "Foods" as designed in this Bill there are, according to the Census of Distribution, more than 45,000 plants. All this will increase the cost of packing and manufacturing, and this cost must in the end come out of either the producer or the consumer.

5. Penalties Too Severe

The penalties are too severe for the Act as drawn:

"Sec. 17. (b) Any person who violates or causes to be violated any of the provisions of paragraph (a) of this section shall be guilty of misdemeanor and shall on conviction thereof be subject to imprisonment for not more than one year, or a fine of not less than \$100 nor more than \$1,000, or both such imprisonment and fine; and for a second or subsequent offense imprisonment for not more than two years, or a fine of not less than \$500 nor more than \$3,000 or both such imprisonment and fine."

"Sec. 17. (c) Notwithstanding the provisions of paragraph (b) of this section, in case of a wilful offense the penalty shall be imprisonment for not less than six months nor more than three years, or a fine of not less than \$1,000 nor more than \$10,000, or both such imprisonment and fine."

For unintentional first offense a person (which in the case of a corporation may mean every director and officer) may be fined \$1,000 and sent to prison for one year, and for a second unintentional offense may be sent to prison for two years and fined \$3,000.

For a wilful offense, the judge has no option. He must imprison not less than six months or a fine of \$1,000 and may impose a penalty of three years imprisonment and \$10,000 fine.

These penalties need to be interpreted in connection with Section 23 (a) which provides:

"The Secretary of Agriculture is authorized to prescribe such *regulations as he may deem necessary for the efficient enforcement of the functions vested in him by the provisions of this Act (other than the provisions of Section 20), including regulations with the force and effect of law as to notice and conduct of hearings by the Secretary."

For an act limited only to deeds injurious to public health, the penalties may be justified. But in an Act so loosely drawn that one can scarcely advertise at all without violating some provision of the Act and with almost unlimited authority for the Secretary to extend the provisions of the Act and to enforce his extensions by "such regulations as he may deem necessary," the penalties are too severe.

In addition to the above penalties, there is a

section entitled "Liability for Personal Injuries":

"Sec. 24. A right of action for damages shall accrue to any person for injury or death proximately caused by a violation of this Act."

Liability for personal injuries is already well established by law and court decisions. The inclusion of this section appears to us likely to act as an invitation for a vast number of nuisance suits started by unscrupulous attorneys which manufacturers would be required to defend in all parts of the country.

6. Dealers Are Not Exempt from Prosecution

"Sec. 17. (e) No dealer shall be prosecuted under paragraph (b) of this section if he establishes a guaranty or undertaking signed by the person residing in the United States from whom he received the article of food† or the advertising copy therefor, to the effect that such person assumes full responsibility for any violation of this Act, designating it, which may be incurred by the introduction of such article into interstate commerce or by the dissemination of such advertising. To afford protection, such guaranty or undertaking shall contain the name and address of the person furnishing such guaranty or undertaking, and such person shall be amenable to the prosecution and penalties which would attach in due course to the dealer under the provisions of this Act."

To be exempt from prosecution, a dealer will need to establish for *every* brand of confectionery and food† which he offers for sale a guaranty or undertaking signed by the person residing in the United States from whom he received the article.

The Bill is a menace to all dealers in foods.‡ It seems obvious that most dealers will not go to the expense and trouble of securing for every brand such a guaranty as the Act requires. Hence, if they continue in business after the Bill becomes law and continue to handle any article of food† which fails to comply with all the provisions of this Bill and all the regulations which the Secretary may promulgate, they will be liable to a minimum fine of \$100 or imprisonment for not more than one year if the Secretary of Agriculture sees fit to enforce the act against them.

To create public sentiment in favor of the Bill, much publicity is being given to a collection of horrors, but the display is meager. Not many products are shown, and those are not typical of nationally advertised lines. It seems likely that some of these "horrors" could be eliminated by prosecution under existing Federal Statutes. If, however, existing legislation needs strengthening to correct a few evils, it should be strengthened. But the net which is used to catch the infractor should not be so large and its meshes so fine that it hauls in many who are entirely without intent to deceive or fraud.

Objections in New Food Law

Cited by N. C. A. Legal Department

By WALTER C. HUGHES

Counsel to the Members

As Published in November Bulletin, National Confectioners' Association

THERE are several new and very important features in these Bills which are not in the 1906 Act which are of special interest to you and other candy manufacturers as follows:

Adulteration of Food

Sec. 3 (e)—“*If it is confectionery and bears or contains any alcohol, resinous glaze, or non-nutritive substance except coloring and flavoring.”*

The prohibition of the use of “resinous glaze” would include lac glaze commonly used by manufacturing confectioners for glazing certain types of candy such as French Burnt Peanuts and Chocolate Drops, etc.

Many years ago we fought this matter out with the Bureau of Chemistry of the Department of Agriculture. It was a long drawn out fight and we finally succeeded in obtaining the right to use lac glaze. There is nothing harmful about it, in fact, it might be properly considered as a vegetable product, and there is in my opinion no justification for prohibiting its use. This section should be amended by omitting the words “resinous glaze.”

Misbranding

Sec. 6 (b)—“*If in package form it fails to bear a label containing: (1) the name and place of business of the manufacturer, packer, seller, or distributor; and (2) an accurate statement of the quantity of the contents in such terms of weight, measure, or numerical count as may be prescribed by regulations of the Secretary:*”

The requirement in that part of the above paragraph designated as (1), is new; however, I am in favor of it for the reason that there are 13 states whose laws now have a similar requirement. Many manufacturers have gotten into trouble because they have assumed that inasmuch as the Federal law did not require their name and address on their packages that it was not necessary to do so. The states which have such a requirement, however, can prohibit the sale of such packages, therefore I have always advised the members of the N. C. A., in

order to avoid trouble with any of the states having such a requirement, to always have their name and address on their packages, or in special cases whenever necessary, the name and address of the distributor.

Labeling would also be complicated by the detailed statement of contents.

Misbranding of Food

Sec. 7 (a)—“*If (1) its container is so made, formed, or filled as to mislead the purchaser, or (2) its contents fall below the standard of fill prescribed by regulations as hereinafter provided.”*

From the viewpoint of candy manufacturers this is an objectionable provision. For several years at various sessions of Congress, Bills have been introduced which have been referred to as “Slack Filled Package Bills.” They were aimed primarily at the spice and extract industries. It has been the practice in both of these industries to pack small quantities in large containers which have the appearance of containing twice or three times as much as they actually do contain. Under the present law, if the manufacturers show on the labels the correct net weight of the contents of such containers, there is nothing that can prevent their sale even though they are actually deceptive. A housewife who buys such packages does so largely on appearance and seldom, if ever, examines the container to see what the net weight of the contents may be.

This provision of the Bill should be amended as follows: Omit the words, “as to mislead the purchaser,” and substitute therefor, “so as to evidence *an intent* to mislead the purchaser.”

There are packages which are put out by candy manufacturers which are larger than are necessary to actually hold the candy which they contain, but in making them larger it is not the *intention* of the manufacturer to mislead the purchaser. They are made larger primarily for appearance sake and also to permit plenty of room for the packing of the candies with cups,

dividers, etc. Of course there are also certain types of candy packages which are *intentionally* deceptive and such packages should not be sold. A violation of that portion of the law should be based on the *intention* of the manufacturer.

Definitions and Standards for Food

Sec. 11—"The Secretary is hereby authorized to fix, establish, and promulgate definitions of identity and standards of quality and fill of container for any food."

Under this provision manufacturers would be forced practically to disclose their formulas.

We have always opposed any attempt to establish standards for candy for the reason that we believe that it would be impractical to do so. There are many grades of the same type of candy, perhaps there are too many of some types but to attempt to standardize all types would certainly be a well-nigh impossible proposition. However, I know that there are manufacturers who are in favor of standardization for the reason that they believe that it would have the tendency to improve the general quality of all kinds of candy, but I do not believe that it could be practically enforced.

Factory Inspection

Sec. 13—This section is a new feature. It provides that: "officers or employees duly designated by the Secretary, *after first obtaining permission* of the owner, operator, or custodian thereof," would have the authority to enter any factory or plant where candy or other food is being manufactured and make a thorough inspection of the establishment, "*or vehicle and all equipment, methods, processes, finished and unfinished materials, containers, and labels there used or stored.*"

This is a very broad provision. Even though it is stated that it is necessary first to obtain the consent of the owner, operator or custodian, nevertheless it is my opinion that this new feature will place a manufacturer in rather an embarrassing position if a demand were made on him for the privilege of inspecting the factory and for any reason he decided that it should not be granted.

If the manufacturer refused to grant permission to a representative of the U. S. Department of Agriculture to inspect his factory, he could be compelled to do so under the provision designated as (b) (1) of Section 13, which vests the several district courts of the United States with jurisdiction, "to restrain by injunction temporary or permanent, the shipment in interstate commerce or delivery after receipt in interstate commerce of any food, drug, or cos-

metic from or by any factory, warehouse, establishment, or vehicle, if the owner, operator, or custodian thereof has denied to officers or employees duly designated by the Secretary permission so to enter and inspect such factory," etc. Therefore, in actual operation this section would amount to the same thing as if it were mandatory on the manufacturer to permit the inspection of the factory at any time that it should be demanded by a representative of the U. S. Department of Agriculture.

In one sense of the word it would be far better to make such a requirement mandatory although I am well aware of the objections that could be raised to such a requirement, but perhaps if there were such a requirement it would have a tendency to eliminate certain types of candy factories which are more or less prevalent in the larger cities.

Penalties

Sec. 17 (6) (b)—The penalties of a violation of the provisions of the Bill are more severe than they are in the present law. It might be a difficult matter to determine whether an offense was actually a "wilful offense" within the meaning of the Act or an unintentional violation of the law.

Voluntary Inspection Service

Sec. 22—This section provides for a so-called voluntary inspection service which may be obtained upon the application of the manufacturer and would include an examination and an inspection of all the premises, equipment, methods, materials, labels, etc.

This is rather an ambiguous provision relative to the regular inspection of factories where food products are manufactured. It is not stated as to how often such inspections might be made. Such inspections would be made upon the application of the manufacturer and supervisory inspectors would be designated by the Department of Agriculture, who would have the authority to make a thorough inspection of everything pertaining to the manufacturing processes, packing, etc. Such an arrangement might prove to be a very burdensome proposition on the manufacturer but he would have no one to blame but himself for the reason that it can be brought about only on the application of the manufacturer.

The various sections of these Bills which are in my opinion objectionable to candy manufacturers should receive attention, when the Bills are taken up for a consideration at the next session of Congress, with a view of bringing about their amendment or elimination.

Chocolate Fats

Evaluating Various Fats for Chocolate Manufacture

By R. HAROLD MORGAN, M. S. C., A. I. C.
With A. G. AVENT, F. I. C.

Consultant Chemist, Stanmore, Middlesex, England

WHILE cocoa butter is the natural product of the bean and therefore the ideal fat to use in chocolate manufacture, from the point of view of cost it is not always economical to use this butter in the cheaper grades of chocolate. The question immediately arises, what fats can be substituted for cocoa butter which are perfectly harmless, cheaper and which will efficiently play the part of cocoa butter in the chocolate mix?

The physical properties of cocoa butter are those which are utilized in the manufacture of chocolate, and so the question of the chemical constitution of any proposed substitute does not arise except in so far as it affects the physical properties.

Taking cocoa butter as a standard, a pure and harmless fat is required which resembles it as far as possible in such respects as melting point, setting point, contraction, fluidity, acid value, etc.

The solidification or freezing point method is one which has been in use for many years for classifying and evaluating fats. During the change from liquid to solid which takes place as the melted fat cools, the temperature at first falls to a certain minimum and then owing to the evolution of latent heat rises to a maximum before again continuing to fall. By noting the temperatures of the molten mass at definite intervals of time and plotting them as a curve on squared paper, these minimum and maximum setting points are found.

These physical characteristics are practically constant for fats of the same type and quality—note "quality," as variations in the quality of a fat will affect the maximum and minimum setting points. It follows that if the characteristics of cocoa butter are taken as a standard then the most satisfactory substitute will be one that resembles it in its setting points and physical properties.

This determination of setting points usually varies in details of technique in different labora-

tories but one method with which the writer is familiar was published in the *Analyst* (England), August, 1930, and the following method of procedure is quoted therefrom.

Freezing Point Method (75 grams).—A boiling tube, 1 $\frac{1}{2}$ inches by 8 inches, fitted with a cork bored centrally to take a thermometer (0—50° C.) and a glass stirring rod. This tube is fitted into a glass jar, 2 $\frac{1}{2}$ inches by 9 inches, the boiling tube being held upright by an ordinary clamp.

The 75 grams of fat are put into the boiling tube and melted by immersion in a water bath, the temperature of the fat not being allowed to rise above 65° C., and the fat being stirred until every particle is completely melted. The tube is then transferred to a large beaker full of cold water and its contents stirred with a thermometer until the temperature is reduced to 40° C. when the tube is removed and wiped free from adhering moisture. The thermometer is now removed, the cork carrying the special thermometer and stirring rod fitted into the tube and the fat continuously stirred until the thermometer reaches 33° C. The tube is then immediately placed in the insulating jar, the space between the tube and the neck of the jar being lightly plugged with cotton wool.

When the temperature has dropped to 31° C., stirring is discontinued and the stop watch is started; readings are taken at intervals of a minute. The curve can be plotted on a graph paper during the test.

The first visible separation of crystals is noted, and, after an interval of one minute, the fat is stirred by means of the bent glass rod, three times during each half minute. This procedure is continued until ten minutes after the maximum temperature is reached.

By rigid adherence to all the details of the above method, a true comparison of fats under similar conditions can be obtained. The setting point results definitely indicate the probable value of the fat from the manufacturing point of view. For a complete characterization of the

fat various other physical properties are also ascertained, as well as certain chemical properties.

A normal cocoa butter according to the above setting point test gives figures close to the following: Max. 30.5° C. Min. 24.6° C. Diff. 5.9° C. Time 52 mins. L. S. C. 26.2° C. The difference is the number of degrees between maximum and minimum setting points, the Time is the number of minutes to reach the maximum setting point from 31° C., and L. S. C. is the limit of super-cooling or the temperature at which visible crystallization is seen. The time factor is important, as it indicates whether or not the maximum and minimum points are close together. This will be apparent when dealing with other fats.

In the table immediately following, figures are given for a full evaluation of three cocoa butters, one English and two Dutch, and an idea can be obtained of the limits of variation of the so-called constants.

	English	Dutch I	Dutch II
Iodine value	35.7	36.3	36.8
Saponification V.	192.5	190.7	190.7
Unsaponifiable matter, per cent....	0.85	0.75	0.89
Iodine V. of unsap.	72.1	90.0	74.2
Reichert Meissl V.	0.1	0.2	0.0
Polenske V.	0.2	0.2	0.2
Kirschner V.	0.0	0.0	0.0
Melting Point:			
Incipient fusion	31.0	32.0	31.8
Complete fusion	33.5	33.4	32.8
Setting Point:			
Room temperature	17° C.	17° C.	18° C.
L. S. C.	25.5	24.3	24.9
Maximum temperature	30.0	29.7	30.3
Minimum temperature	24.0	23.5	23.6
Difference	6.0	6.2	6.7
Time, minutes	68.	66.	71.
Acid value	2.6	2.8	2.8

These butters gave satisfactory results in actual use.

For quick evaluation the setting point figures together with the acid value (to check any decomposition) give useful practical results. The results deduced from the figures given in the tables which follow have all been confirmed by checking the behaviour of the fat concerned during actual manufacturing process.

An interesting comparison of cocoa butter expressed and extracted from the same consignment of beans is given in the next table. The extraction was carried out by solvent but the taste was not affected. An additional figure is given in the tables; viz., gradient 1 and 2. These are the degrees of slope of the first and second halves of the curve; i.e., down to the minimum and from minimum up to the maximum.

	Expressed	Extracted
Room temperature	15° C.	15.5° C.
L. S. C.	27	24.8
Maximum temperature	30.6	29.6
Minimum temperature	24.7	23.1
Difference	5.9	6.5
Time, minutes	54	68

Scientific Control of Grinding in the Chocolate Industry

MR. MORGAN completes his series with this article in the January issue of *The MANUFACTURING CONFECTIONER*. The first article, "Commercial Lecithin", appeared in the November issue.

Gradients:

1	64	64.30'
2	73	73.30'
Acid value	1.3	0.5
Melting Point:		
Incipient fusion	31.2	31.0
Complete fusion	32.5	32.5

The most marked difference appears in the L. S. C. or temperature of visible crystallization. The acid value and maximum setting point also show differences and further tests showed a reduction of saponification value in the case of the extracted butter and an increase in unsaponifiable matter. The lower minimum setting point as well as that of the maximum indicates a certain softness and loss of snap when used in chocolate making.

The temperature of roasting the beans affects the expressed butter which is shown in the following figures:

	High Roast	Low Roast
L. S. C.	24.5° C.	24.6° C.
Maximum	29.8	30.6
Minimum	23.5	23.3
Difference	6.3	7.3
Gradient:		
1	70	64
2	75	76
Acid value	2.0	1.5

The increase in the maximum setting point in the case of the low roast points to the fact that probably a certain amount of break-down had occurred in the case of the high roast owing to the temperature. This is confirmed by the higher acid value.

Hydrogenation of cocoa butter has been suggested to improve the hardness in cases of inferior samples. While a very slight addition of hydrogen may be of service, the results given below show that hydrogenated butter is not of particular advantage. It will be noted the advantage of forecasting the probable value of mixed fats by applying the setting point method.

	Partially Hydr. Butter	Cocoa Butter	90% Cocoa Butter, 10% Hydr. Butter
L. S. C.	50.2° C.	25.0	29.0
Maximum	43.8	30.1	29.2
Minimum	39.0	23.6	24.8
Difference	4.8	6.5	4.4
Time, minutes	22 (L. S. C. to Max.)	66	58

Gradient:			
1	64° 30'
2	74
Melting Point:			
I. F.	46.0	31.8	30
C. F.	50.5	33.1	34

From the above figures it is obvious that the mixed fat does not exhibit additive properties and the lowering of the maximum with the decrease in the difference forecasts poor setting and bad contraction which proved to be the case when chocolate containing the mixed fat was moulded. A test of the contraction of the hydrogenated fat showed no contraction.

Turning now to the question of a fat which resembles cocoa butter in the characteristics considered above, fats from the Borneo tallow group, the illipe butters, have been found useful in manufacture. The setting point curves are in agreement as can be noted from the figures given. The maximum and minimum setting points are in the case of the highest refined illipe butter, higher than in the case of cocoa butter. Actually they are harder than cocoa butter, with a higher melting point, and the setting curve whilst resembling that of cocoa butter is higher. As illipe butters vary owing to differences in the refining, it is advisable to plot the setting curve. It must be noted that an over refined butter gives figures too high for satisfactory use while under refining yields a product too soft, with correspondingly lower figures.

	English Illipe	German
L. S. C.	33.0	28.0
Maximum	31.9	32.7
Minimum	25.7	25.3
Difference	6.2	7.4
Time, minutes	58	67
Gradient:		
1	60	62
2	71	72
Melting Point:		
Incipient fusion	34.5	35.5
Complete fusion	35.7	37.2
Acid value	0.3	0.3

While both of the above butters are satisfactory in use, the English type is the nearer to the figures of cocoa butter.

Cocoa butter L. S. C., 26.6; Max., 30.5; Min., 24.6; Time, 52 mins., Diff., 5.9.

Illipe (aver.) L. S. C., 32.0; Max., 32.0; Minn., 26.0; Time, 60 mins.; Diff., 6.0.

The maximum and minimum setting points of illipes are approximately two degrees higher than in the case of cocoa butter and the limit of super cooling is considerably higher, as cocoa butter can be supercooled the more.

The Borneo tallow group includes many species of nuts and there are also related

species which probably account for the interesting figures obtained from samples of fats called illipe butters supplies to the writer by a foreign firm.

L.S.C.	Max.	Min.	Diff.	Time	I.F.	C.F.	Acid	Iodine
1. 40.0	33.9	26.7	7.2	67	33	50	2.6	52
2. 36.0	32.0	26.1	5.9	83	35	48	3.9	51
3. 34.0	27.1	25	2.1	53	30.5	52	3.3	30.5
4. 40.0	29.1	24.8	4.3	51	30.5	43	13.0	35

Needless to say these are of no use for chocolate manufacture.

The palm kernel and coconut stearine groups differ from the fats previously described in that they give high minimum setting points and short time periods. This is reflected in their softness but the maximum setting points are comparable with those of cocoa butter and so they can be used in chocolate manufacture with certain precautions.

Representative figures for palm kernel and coconut stearines are as follows:

L.S.C.	Max.	Min.	Diff.	Time	I.F.	C.F.	Acid	
Palm kernel	31.4	31	28.5	2.5	21	31	32.8	0.1
Coconut	26.5	27.7	25.3	2.4	37	28.2	29.4	0.2

The palm kernel stearine is undoubtedly the better for use in chocolate manufacture. Usually the coconut stearines are slightly hardened to raise the figures but when this is done the difference between maximum and minimum is reduced beyond the safe limit. There appears to be on the market a remarkable number of fats of this type and great care is necessary in the selection of one suitable for factory purposes. When used alone, as the added fat, difficulties are experienced in the moulding and setting of the finished product. It is preferable to blend fats to give a curve as near as possible to that of cocoa butter. A mixture will then be obtained which will work satisfactorily in practice.

All the fats present must be taken into account and as an example the following mixture was tested for a cheap milk chocolate and manufacturing results confirmed the satisfactory indication given by the laboratory figures.

Cocoa butter, 31.3%; Illipe, 46.3%; Palm Kernel St., 20.7%; Cow Butter, 1.7%; L. S. C., 24.5; Max., 29.0; Min., 22.6; Diff., 6.4; Time, 55 mins.; Gradients—1, 69; 2, 73 30'.

It will be clear that a consideration of fats from the point of view of setting point curves, coupled with other determinations where necessary, can offer valuable indications as to the suitability of fats in chocolate manufacture and so lessen the necessity for trial batches in the factory.





IDEAS Count in Selling Dealers

By CHARLES L. LOW
President Charles L. Low Sales Service
Chicago, Ill.



WHAT difference does it make—so long as we get the business?" Ever hear it? Yes, for it has been the reply of thousands of salesmen, jobbers, retailers everywhere, to questions about their selling methods. It's the slogan of Children of Prosperity. It's the counterpart of that slough-cry of the rich man's son: "Why worry, I'll never have to work any way."

And so they did get the business—these men who didn't worry. They told the best jokes, had the best Scotch, knew the best phone numbers, had fine smiles for everyone, played the best customer game of golf, laid down the best market tips, bought the best dinners, and never bored anybody with talk about selling.

"But, gentlemen, you are not selling. You don't know how to sell. You are putting no forces to work. You are simply letting people buy from a 'good fellow' the things they must have because of public demand.

"Ye-e-a-a-H? Well, what difference does it make so long as we get the business?"

There was the "best district manager in America" and his "whirlwind" sales crew. Friendly? Well, they knew their jobbers by their first names. Drank with them, golfed with them, vacationed with them. They knew their "best dealers"—oh, how they knew those best dealers!

When the break came, this territory "went all to pieces." Down 60 per cent against a general average of 25 per cent for the country. The territory crashed like a house of cards. Everyone wondered why. They had investigations. Jobbers dropped out. "Best dealers" dropped out. The "best district manager" was fired, though no one could explain it, least of all the "best district manager."

The real reason? Yes, it's easy. Friendship selling. No forces. Friendship selling "sold"

Advertising == Goods Display == Salesmanship are the selling Forces to get applied in the resale of merchandise

friendship jobbers. Friendship jobbers "sold" friendship dealers. Friendship dealers "sold" friendship clientele. It was fine until all the picnic food was gone. Then, no one knew how to cook. They couldn't even throw together a Mulligan stew.

It's kid stuff. The chap with a good tenor voice and the ukelele goes big at a party, but the next day he doesn't even know how to put the hot towels on a customer at the barber college. A butterfly gets the neetar in the summertime, but a hard-working, hard-shelled beetle gets along right through the winter.

What's the answer? Well, a man should work a little all the time, so he'll know how when he must.

Friendship never sells merchandise. Selling forces do that. This Damon and Pythias stuff is good only so long as the public takes the goods away from Pythias. When they stop, Pythias stops buying. He has never started selling. So he and Damon can only go into a clinch, and cry softly on each other's shoulders.

Bright side? Surely. Once, the best way to "cultivate an order" was to have Mr. Buyer "one up" at the eighteenth. Now, the best way is to show him how he can pay his club dues. Once buyers took tips on the market seriously—as a friendly gesture, and laughed at funny stories. Now they laugh at the tips, and take the stories seriously.

What a break for salesmen. The best way, today, to make friends, is to do a good selling job as quickly as possible—*just show them how to move merchandise.* At last, business combines

perfectly with pleasure. We can give them a happy smile, a slap on the back, ask after the wife and kiddies, and get right down to work with no time wasted.

Hard to do? Well, just let a man put in the time and energy he once used on the market, golf, stories, and entertainment into a study of modern merchandising methods, and he can have his dealers calling him up from Syracuse.

According to reports right in the bag, two suggestions from SELLING DEALERS, dropped in the right spot go farther these days than the loss of \$12 in a Scotch foursome did a few years ago. A man can make almost twice as many calls. The salesman who knows how, can rearrange a whole department and sell the dealer the whole campaign, in less time than it used to take to tell why Hasenpfeffer Common was good for a ten point rise.

What's happened? Well, Old Father Business and Mother Prosperity overdrove the account, and we all have to go to work. *Salesmanship is back again, hooray!* First thing anyone knows, we'll see a return of good morals and common honesty. Things are on the up, for the human race, no matter what reports come from banking circles.

Put Ideas Into Use

This series, SELLING DEALERS, is an attempt to get ideas put to use. There are only a few of these ideas. And they have been repeated from different viewpoints.

What are those viewpoints? Why, the three departments in a dealer salesman's mind, quite naturally. They are: *His dealers, his work* (including his line), and *himself . . .*

It is sad when men at such a task as dealer selling think their specific work is so "different" from that of all other industries. In all major and important factors, all dealer selling is much alike. It is only in minor troubles and details that the work differs from one business to another, or between industries. Men who claim their work is distinctly different are usually only proving they are bogged down in details. The principal factors are plainly human factors, and they are common to all dealer selling . . .

Now for a brief summary. It is one of the most hopeful for dealer selling yet written, even though it contains an indictment.

1. We need presentations of our proposition in terms of the stores we are selling, both as they exist, and as our buyers regard them. We should be able to vary these presentations so we can fit our line to either the store or the idea.

We need similar presentations to do as much for the work, and the personal departments.

2. We know, positively, that the major job in dealer selling is the able presentation of

ideas, which *we must get applied to the sale of our merchandise*. We can only count upon the application of these ideas when our dealers have been sold upon them, *with ample repetition, and at least a three-view-point presentation*.

3. We know that we cannot trade profits, or any financial advantage, for sound presentation of ideas. *Profits cannot quickly change men's ideas, habits of thought, working methods, personal opinions and preferences, or all our lazy men would be rich, all our stupid boys would study hard, all our criminals would be honest, and a few billion dollars would stop all wars.* Profits, peaking plans, free advertising, all unusual advantages for dealers are simply cheap, make-shift and temporary subterfuges for good dealer salesmanship.

4. We can add that the cultivation of personal friendships, based upon other than *genuine interest and aid*, is of little avail in dealer work.

Study the points carefully, and one sees why there is so much rumpus around a meeting of salesmen who sell dealers these days. One sees why advertising has been getting all the emphasis, much of the credit for selling; why there is so little faith in the performance of dealers and jobbers; why so many excellent business propositions look fine all the way out to the dealer, and there they wilt, like the tips of a frost-bitten plant.

Salesman's Work Defined

Most dealer selling is playing distinctly off-side, judged on the above basis. Let's have a definition:

A Dealer Salesman's work is to present his proposition in such a way that he gets the three selling forces—advertising, goods display and salesmanship—applied by his dealer to the practical limits of that dealer's equipment and ability

To do this, he must make a constant series of three-point adjustments between his proposition and the dealer's store, work, and personal interests, as these actually exist, and as the dealer and his personnel regard them.

This is dealer selling. Less is not. Note that all factors which worry most dealer salesmen are omitted—product, price, competition, general conditions, dealer cussedness, indifferent advertising, unsuitable dealer programs, even house policies which the salesman may not like.

On this basis, it is easy to see that most dealer salesmen never touch their real work. They get little beyond complaining about the conditions under which they have to do it—*under which it must be done*. They see the conditions under which they must do their work as the chief thing to be overcome. They almost completely muff their executive work, their educational task.

PEOPLE BUY CANDY FOR THE PLEASING TASTE AND FLAVOR THEY GET FROM IT

"**S**MART candy salesmen and jobbers today are working on 'quality' education of the retailers," says the sales manager of one of the nation's largest manufacturing confectioners. (His own success is based upon his practical knowledge and use of fundamentals in selling.) He says, "they are telling not how big a hunk, nor how cheap, but how good it is. A few of them have the fortitude to go out and sell on the basis of why people eat candy—which is the pleasing taste and flavor they get from it.

"If the manufacturer, jobber, and retailer will play up to the real reason why people buy candy, and handle goods accordingly, the public will buy more candy. Then we'll all be doing more business!

"My father taught me a business axiom which I have never forgotten," continues this highly regarded sales manager, "and it applies to the candy business: 'The more you cater to the human nature of the public, the more successful you will be.'

"Thus, the nearer we cater to the tastes of the consumer the more we shall sell. It is perfectly clear and simple—and most of us know it, but fail to play up to it. When a piece of candy is good, people buy. The more pleasing that candy taste is, the more they buy. When it isn't good, they stop buying—and you have a hard time bringing it back!"

Is this true? And if it is, how in the world did dealer selling ever get into such a fix? Well, here's the Low-down. In the rush of modern business, the facts have been overlooked.

Wrong Emphasis by Manufacturers

1. Modern manufacturers have *designed* their products so that *advertising*, plus a little weak goods display, plus a little weaker salesmanship would sell them.

2. They have *priced* their products so *advertising*, plus a little weak goods display and weaker salesmanship would sell them.

3. They have *designed*, *priced*, and *advertised*, depended upon these factors so long—neglected goods display and salesmanship so long—that they have come to believe that *design*, *price*, and *advertising* are the world's three selling forces, instead of *advertising*, *goods display*, and *salesmanship*.

Don't laugh. It would fool anybody. There have been some wonderful magicians in the production and advertising departments of busi-

ness. They have used strong magic. For a while, they had everyone believing it. In fact, there was some truth in it. Just enough to get us all into trouble.

But that is passing. Today, all the magicians are getting equally clever. They are bogging down in their own competition. They are about equally adept, and "their snakes are eating each other up," while the department stores, chain stores, and specialty shops chortle gayly through the exhibition.

While they were going good, what do you suppose the magicians used dealer salesmen for? Ha! to collect orders. Yes, sir, believe it or not, about all a dealer salesman had to do was to collect orders for goods which were being sold by *design*, *price*, and *advertising*, plus the diluted goods display and salesmanship of the period.

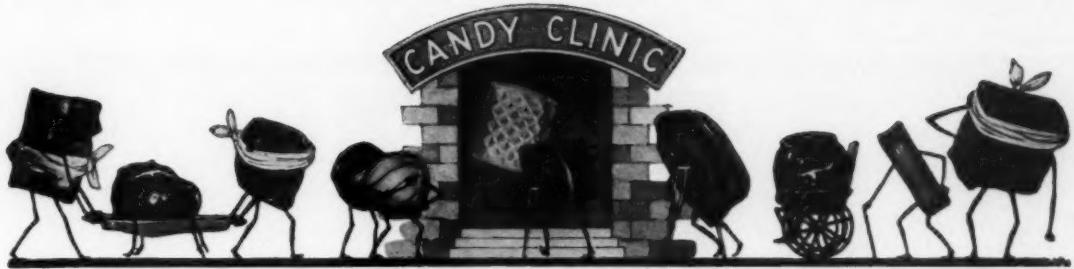
Ah, those were the good old days! Why, a fellow didn't have to work at all. Just saved the dealers from telephoning, or writing. Picked it right off. Made quota without a struggle. Yes, sir. *All he had to do was to get orders.* Orders that were coming in anyway, for the most part.

Well, they're gone, those good old days. Let's hope, forever. And hail to the new deal for dealer salesmen, with goods display and salesmanship to the fore, with executive work and dealer education the main job—and *getting orders just an incident*.

NRA's Effect on Modern Packaging Technique

How the NRA is stimulating ingenuity of package design and originality of redesign, as well as the reduction of packaging overhead and shipping costs, will be shown at the Fourth Packaging, Packing and Shipping Exposition which will be held March 13-16 at the Hotel Astor, New York. The Exposition, as in previous years, will be concurrent with a succession of daily conferences and clinics dealing with consumer marketing, packaging, packing and shipping.

This year's exposition is, in fact, to be a national consumer marketing show broadened to include exhibits by advertising agencies, market research organizations, general and special business publications, and manufacturers of many types of specialized store equipment. This is an addition to the groups which were represented last year, including package and container manufacturers, packing and shipping companies, equipment companies, materials companies, consulting specialists and all other organizations the products and methods of which have had definite application to current merchandising and distributing conditions and practices.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

1933 Candy Clinic Selections

Code 1A 33

Season's Greeting—2½ lbs.—\$1
(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.
Box: Two-layer, white embossed, poinsettia and holly printed in red, green and white. No. 3 red ribbon with bow, tied with red grass ribbon on ends. Neat and attractive and seasonal appearance. Transparent cellulose wrapper.

Appearance of Box on Opening: Very good.

Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good for this priced candy.

Centers—

Vanilla Caramel: Good.
Nougat: Good.
Cherry Cream: Good.
Fig Jelly: Good.
Raspberry Cream: Good.
Coconut Taffy: Good.
Orange Cream: Good.
Pineapple Cream: Good.
Almond Top Almond Cream: Good.
Pistachio Cream: Good.
Molasses Plantation: Good.
Butterscotch: Good.
Maple Walnut Cream: Good.
Vanilla Cream: Good.
Foiled Fruit Cream: Good.

Assortment: Good.

Workmanship: Good.

Remarks: This is an exceptionally good box of holiday chocolates at the price. The box was well planned and packed and made a good appear-

[This month's Clinic is devoted to a selection of the outstanding packages, bars and assortments which have been analyzed during the past year by this department. From each class of confection examined we have endeavored to choose what, in our opinion, represented the best merchandise offered, taking into consideration the value for the money, quality, workmanship, and appearance. These have been chosen with absolute impartiality and a sincere effort has been made to consider every factor which might logically be considered a determining one. The various Clinic reports have been reproduced just as they have appeared in the original issues.—Editor.]

Box: One-layer full telescope, printed in red, green and white, tied with red cord.

Appearance of Box on Opening: Fair; pieces mostly all broken.

Colors: Good.

Gloss: Good.

Stripes: Good.

Flavors: Good.

Remarks: This is a good box of ribbon candy and well made. Very little ribbon candy is offered for sale; this type of candy is slowly "going out" of the candy business. It is very hard to handle and ship. A few retail stores still make some ribbon candy that retails around 40c a pound.

Comment: We find very little ribbon candy offered for sale. The chain stores have some ribbon candy, but it is poorly made and as a rule tasteless. This box was an exceptionally good box of ribbon candy. It was made thin and had a good flavor and while most of the pieces were broken, it is impossible to prevent breakage of this type of candy.

Code 1P 33

Chocolate Balls—3 for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Balls: Good. These pieces were moulded to look like glass balls used on Christmas trees, foil wrapped and a colored card was fastened to the balls. Foil was in colors.

Moulding: Hollow; good.

Chocolate: Good.



Remarks: These balls were well moulded and made a good Christmas novelty but were high priced at 3 for 10c.

Comment: For moulded chocolate novelties, the above was picked as the best. While a trifle high priced, these moulded pieces were different. The quality of the chocolate was good as was the moulding, neatly put up and attractive looking moulded novelty.

Code 2F 33

Assorted Chocolates—1 lb.—\$1

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Good.

Box: Full telescope; black printed in yellow, gold and white. Tied with gold ribbon. Transparent cellulose wrapped. Box expresses originality.

Appearance of Box on Opening: Good.

Chocolate Coating: Good.

Color: Good.
Strings: Good.
Gloss: Good.
Taste: Good.

Centers—

Ginger: Good.
Cordial Cherry: Good.
Chocolate Nut Caramel: Good.
Lemon Cream: Good.
Molasses Plantation: Good.
Nut Nougat: Good.
Nut Butterscotch: Good.
Almond Paste: Good.
Peppermint Cream: Good.
Walnut Top Vanilla Cream: Good.
Vanilla Butter Cream: Good.
Vanilla Nut Caramel: Good.
Maple Cream: Good.
Molasses Coconut: Good.
Marshmallow Mint Paste: Good.
Chocolate Nut Fudge: Good.
Apricot Jelly: Good.
Vanilla Caramel: Good.
Vanilla Nut Cream: Good.
Pecan Top Maple Cream: Good.
Foiled Filberts: Good.
Foiled Almonds: Good.
Molasses Sponge: Good.
Nut Butter Taffy: Good.
Foiled Cup Solid Nut Chocolate: Good.
Orange Cream: Good.

Assortment: Very good.

Remarks: This is the finest \$1 box of chocolates the Clinic has examined for some time. Centers were of the finest quality and workmanship. Suggest a liner be used in this box.

Comment: We find any number of boxes of chocolates selling at \$1 the pound but it is seldom we find a box as good as this one. All pieces were well made, centers were good eating,

all pieces were well flavored and neatly dipped and packed. The box was different and made an attractive dollar box. The assortment also was exceptionally good and well balanced.

Code 2D 33

Assorted Chocolates—1 lb.—50c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Good.

Box: Buff color, a harbor scene printed in brown. Extension top and bottom. Wrapped in transparent cellulose.

Appearance of Package on Opening: Good.

Chocolate Coating: Dark.

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers—

Butterscotch and Cream: Good.
Coffee Cream: Good.
Molasses Coconut: Good.
Lemon Cream: Good.
Ting Ling: Good.
Lime Paste and Cream: Good.
Fruit Nougat: Good.
Vanilla Nut Nougat: Good.
Maple Nut Cream: Good.
Butterscotch: Good.
Vanilla Caramel: Good.
Cherry Cream: Good.
Maple Walnut Marshmallow: Good.
Vanilla Nut Cream: Good.
Raspberry Cream: Good.
Chocolate Fudge: Good.
Peppermint Paste: Good.
Raisin Cluster: Good.
Belmont Marshmallow: Good.
Almonds: Good.
Molasses Sponge Chip: Good.
Wintergreen Cream: Good.
Marshmallow Fudge: Good.
Half-Dipped Green Crystallized Cream: Good.
Bittersweet Peppermint Cream: Good.

Assortment: Very good.

Remarks: This is an exceptionally good box of chocolates both in quality and workmanship for 50c a pound. The assortment was exceptionally large and well balanced, centers were well made, flavors were good.

Comment: The above box was picked out as the best box priced from 50c to \$1. Some of the 60c and 80c boxes were not as good as this one at 50c. The box was neatly put up. A box of this kind looks small, but is mostly bought for home use and not as a gift. Boxes of this type have become very popular.

Code 2G 33

Assorted Chocolates, Irregulars— 1 lb.—29c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Very cheap looking.

Box: Plain unwrapped board box printed in blue with word "Irregulars" stamped in blue.

Appearance of Box on Opening: Chocolates were thrown in, no attempt at packing.

Chocolate Coating: Dark.

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers—

Nougat: Good.
Hard Candy Blossom: Good.
Raspberry Cream: Good.
Chocolate Nut Caramel: Good.
Nut Cream: Good.
Peppermint Cream: Good.
Wintergreen Cream: Good.
Vanilla Cream: Good.
Raisin Cluster: Good.
Hard Candy Filled Stick: Good.
Nut Taffy Stick: Good.
Plantation: Good.
Orange Cream: Good.
Apricot Jelly: Good.
Nut Paste Sponge: Good.
Nut Bonbon: Good.
Strawberry Cream: Good.
Peanut Cluster: Good.
Vanilla Caramel: Good.
Date: Good.
Molasses Sponge: Good.
Almond: Good.
Pecan: Good.
Pecan Caramel Roll: Good.

Assortment: Very good.

Remarks: These chocolates, both in quality and assortment, are far better than some \$1 boxes. Exceptionally fine chocolates.

Comment: This box was picked from the 25c, 29c and 39c boxes as the best one. While the box was not as good as some of the others the candy was exceptionally good for this priced goods, in fact, some of the 80c boxes were not as good. The assortment was well balanced and the quality was very good.

Code 3L 33

Washington Novelty Box—25c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer, white, printed in gold.

Appearance of Box on Opening: Good.

Contents: Contained hard candy cherries, small drops and gum cherries, hard candy chips and cuts with red, white and blue stripes. Center of box was a chocolate covered cream hatchet.

Hard Candy—

Color: Good.
Flavors: Good.
Stripes: Good.

Gum Cherries—

Color: Good.
Texture: Good.
Flavor: Good.
Shape: Good.

Chocolate Cream Hatchet: Good.

Remarks: This is an exceptionally good Washington birthday novelty package; candy is of good quality and well made. Box well planned and cheaply priced at 25c.

Comment: For a small package, this one is different. While it is a holiday box it could be used at any time with a slight change in colors. Box and candy were well planned. Very few boxes of this type are to be seen at the price of 25c.

Code 3V 33

Home Made Candies—1 lb.—\$1

(Purchased in a drug store, New York City)

Appearance of Package: Good.

Box: Two-layer, full telescope, white, printed in green and gold, polka dots in gold. Wrapped in transparent cellulose.

Appearance of Box on Opening: Good.

Contents: Chocolates, home-mades.

Chocolate Coating: Dark.

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Chocolate Coated Pieces—

Date: Good.
Orange Cream: Good.
Molasses Sponge: Good.
Molasses Plantation: Good.
Vanilla Marshmallow: Good.
Vanilla Cream: Good.
Bittersweet Peppermint Wafers: Good.
Peppermint Hard Candy Sticks: Good.
Almond Paste Acorns: Good.
Panned Chocolate Almond Filberts and Cordials: Good.
Sprill Marshmallow: Good.
Crystal Bonbons: Good.
Glacé Pineapple: Good.
Pink and Green Cellophane Wrapped Nougat: Good.
Vanilla Nut Caramels, Cellophane Wrapped: Good.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Pecan Mallow: Good.

Nut Chocolate Marshmallow: Good.
Chocolate and Nougat Caramel: Good.
Licorice Caramel and Nougat: Good.
Pecan Nougat Roll, Cellophane Wrapped: Good.
Cashew Croquette, Cellophane Wrapped: Good.

Assortment: Good.

Remarks: This box is of good quality but high priced at \$1 the pound.

Comment: Very few boxes of home-made candies are to be found except in retail stores. While the box is high priced for this type of candy it is without doubt the best box of home-made candies. Home-made candies when fresh are good eating. In planning a box of this kind it is best to pick out pieces that have a long life.

Code 3Q 33

Dish of Candy—No weight—10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. This package is made up of a glass dish filled with small hard candy drops, sugared. Wrapped in transparent cellulose.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is a very attractive novelty at 10c.

Comment: This package at 10c is different, also attractive. We find very few packages that are different, mostly all small boxes. The idea is very good. The package was neatly put up and was moderately priced.

Code 4W 33

Chocolate Alphabets—3½ oz.—20c

(Purchased in a department store, St. Louis, Mo.)

Appearance of Package: Good.

Box: One-layer in a red tray, open-faced; transparent cellulose printed in red and white. Small flat pieces of chocolate with animals and a letter moulded on each piece.

Chocolate—

Color: Good.
Gloss: Good.
Texture: Good.
Taste: Good.
Moulding: Good.

Remarks: This is a good looking kid-die novelty. The chocolate was of good quality.

Comment: We find a number of novelty containers holding Easter eggs, moulded chocolate pieces, etc., but this package is different. The entire makeup of this package was good, nothing cheap looking, and the chocolate was very good eating.

Code 4X 33

Easter Greetings—14 oz.—25c

(Purchased in a department store, St. Louis, Mo.)

Appearance of Package: Good.

Box: A blue box; an Easter scene printed in colors on top; tied with blue grass ribbon.

Appearance of Box on Opening: Good. Partition and green grass paper used.

Contents: Chocolate marshmallow rabbits and eggs, some foiled; jelly beans, sugar chicks in colors.

Chocolate Marshmallow Rabbits: Good.

Chocolate Cream Eggs: Good.

Jelly Beans: Good.

Foiled Eggs: Good.

Sugar Chicks: Good.

Remarks: This is a good looking Easter novelty box and cheaply priced.

Comment: A box of this kind has to be well packed to stand shipping as this type of candy is very hard to pack. A number of Easter assortments are to be had at prices over 25c but

many times the candy is unfit to eat. The candy in this package was of good quality and in good condition.

Code 4bb 33

Chocolate Bar—1½ oz.—5c
(Purchased in a department store, Chicago, Ill.)

Appearance of Bar: Good. Wrapper of foil and silver paper, printed in yellow and blue.

Chocolate—

Color: Good.
Gloss: Good.
Taste: Good.
Texture: Good.
Size: Good.

Remarks: This bar of chocolate is purposely not made as sweet as most eating chocolates. The quality of this bar is exceptionally good.

Comment: This bar was picked as the best of its kind. The wrapper was different from most bars. The quality of the chocolate was very good for a 5c bar. A good clean eating piece of chocolate.

Code 5F 33

Assorted Chocolates—1 lb.—\$1.50
(Purchased in a drug store, New York City)

Appearance of Package: Good.

Box: Gold metal printed in black, packed in folding gold carton with open face, tied with gold cord, gold and black square seal. Cellophane wrapped. A neat and attractive package.

Appearance of Package on Opening: Good. Three gold foiled pieces on top, envelope liner of glassine.

Chocolate Coating: Dark.

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers—

Apricot Jelly: Good.
Nut Taffy: Good.
Fruit and Nut Paste: Good.
Hard Candy Nut Blossom: Good.
Chocolate Paste: Good.
Caramel Hard Center: Good.
Chocolate Nougat: Good.
Vanilla Caramel: Good.
Raspberry Nut Jelly: Good.
Nut Nougat: Good.
Orange Skin: Good.
Glacé Pineapple: Good.
Chocolate Caramel: Good.
Nut Paste: Good.
Hard Candy Jelly Blossom: Good.
Nut Hard Nougat: Good.
Foil Cup Chocolate Paste: Good.
Chocolate Tablet: Good.
Foiled Praline (Filbert): Good.
Chocolate Paste Cracker Stick: Good.
Chocolate Panned Raisins: Good.
Chocolate Panned Almonds: Good.

Chocolate Panned Orange Peel:
Good.

Assortment: Good.

Remarks: The candy in this box is of good quality. Pieces were of good size. Box was well packed and neatly finished. Box is attractive and a good quality looking package for this priced goods.

Comment: The box and the carton are in line with the price. In many packages of this price we find ordinary boxes and nothing distinctive or attractive. A box of this kind has to be well planned and it is necessary to have a high priced container. The inside of this box, liner, candy and assortment were well planned and of the best quality.

Code 7F 33

**Chocolate Almond Caramel Bar—
2½ oz.—5c**

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good.

Size: Good. Glassine wrapper with transparent cellulose window.

Chocolate Coating: Good.

Center: Caramel.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating and good looking caramel bar.

Comment: This bar was picked out as the best of its kind because it was of good size, neatly wrapped and of good quality. Any number of caramel bars are cheaply made and some have a rank taste, many are grained and some are too tough to eat.

Code 7P 33

Marshmallows—8 oz.—9c

(Purchased in a chain grocery store, Chicago, Ill.)

Appearance of Package: Good.

Box: Two-layer, printed tray, Cellophane wrapper. Had a jigsaw puzzle on top.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Marshmallows were of good quality, one of the best examined.

Comment: Seldom do we find a good undipped marshmallow at this price that is of good quality. These marshmallows were neatly packed, had a good flavor and were well made. The texture and color were very good.

Code 7R 33

Assorted Caramels—1 lb.—39c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer, colored brown and

printed in a darker brown, tied with grass ribbon. Cellophane wrapper. Neat looking box.

Appearance of Package on Opening:
Good; all pieces cupped.

Assortment: Plain vanilla, plain chocolate, vanilla and chocolate nougat, vanilla nut and chocolate nut.

Colors: Good.

Texture: Good.

Taste: Good.

Assortment: Good.

Remarks: This is the best box of caramels (at this price) the Clinic has examined for some time. Package is neatly put up and very good quality at this price.

Comment: We find many one-pound boxes of caramels at all prices, but this box of caramels is exceptionally good at this price. Caramels are one of the most abused candies, rank flavor, tough eating, and some have no taste at all or taste like a chewy taffy. These caramels are good tasting, texture was good and box was well planned.

Code 7W 33

**Chocolate Coated Fudge—
1½ oz.—5c**

(Purchased in a cigar store, New York City)

Four pieces of chocolate covered fudge in a boat. Printed wrapper of transparent cellulose.

Coating: Dark; good.

Center: Good.

Remarks: This is a good eating chocolate coated fudge.

Comment: It is very seldom that we find a good fudge. The fudge is either hard and dry or has hardly any taste. This fudge was well made, coating was good and neatly put up. The texture and flavor were good.

Code 8N 33

**Marshmallow and Coconut—
1¼ oz.—5c**

(Purchased at an "L" station, Chicago, Ill.)

Appearance of Package: Good. Three large white marshmallows covered with white coconut on a piece of board with silver and blue seal. Wrapped in transparent cellulose. These marshmallows had a center of chocolate fudge.

Color: Good.

Texture: Good.

Flavor: Good.

Center: Good.

Remarks: This is a good size coconut marshmallow package and good eating.

Comment: This summer package was picked out because it is a good summer package. Marshmallow had a

CLINIC SCHEDULE FOR 1934

Manufacturers Invited to Submit Samples

IN ANNOUNCING its schedule of the various types of candies to be analyzed and discussed by the Clinic each month during 1934, the MANUFACTURING CONFECTIONER invites candy manufacturers desiring an impartial appraisal of their samples to send two of each to its publication offices, 1140 Merchandise Mart, Chicago, by the 10th of the month preceding the month each type is to be discussed. This service will be extended to subscribers without charge. Identifications are confidential.

Clinic schedule for 1934 is as follows: JANUARY—Holiday Packages; FEBRUARY—Hard Candies; MARCH—Assorted 1-pound Boxes of Chocolates up to \$1.00; APRIL—Easter Packages, Moulded Goods, Chocolate Bars; MAY—\$1.25—\$1.50—\$2.00 Chocolates; JUNE—Marshmallows, Fudge, Caramels; JULY—Gums, Jellies, Undipped Bars; AUGUST—Summer Candies and Packages; SEPTEMBER—All Bar Goods, 5c numbers, 1c pieces; OCTOBER—Salted Nuts and Chewy Candies; NOVEMBER—Home Mades, 10c—15c—25c Packages Different Kinds of Candies, Cordial Cherries, Panned Goods; DECEMBER—Best Packages for and Items of Each Type Considered During Year, Special Packages, New Packages.

chocolate fudge center, a little different, and good eating. Seldom do we find a good toasted marshmallow. There were some good jelly and gum packages, but some lacked flavors and others were tough.

Code 8a 33

**Assorted Jellies and Gums—
10 oz.—23c**

(Purchased in a drug store, New York City)

Appearance of Package: Good. One-layer open-face tray wrapped in transparent cellulose with a yellow triangle seal, printed in red tipped on corner. All pieces packed in green cups.

Marshmallow Jellies—

Colors: Good.
Texture: Good.
Flavors: Good.
Crystal: Good.

Strings and Operas—

Colors: Good.
Texture: Good.
Flavors: Good.
Crystal: Good.

Gum Squares—

Colors: Good.
Texture: Good.
Flavors: Good.
Crystal: Good.

Jelly Patties—

Colors: Good.
Texture: Good.

Flavors: Good.

Crystal: Good.

Licorice Drops: Good.

Assortment: Good.

Remarks: This is a good assortment. The quality is good and the package is cheaply priced at 23c.

Comment: This box was picked as the best summer package because it was a neat and attractive looking package. The candy was of good quality and good eating. We find very few good packages of this type priced at 23c.

Code 9ff 33

**Molasses Chew on Stick—
(No weight)—1c**

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Piece: Good. Printed wax wrapper.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating molasses candy and of good size.

Comment: It is difficult to pick out the best 1c piece, as we find some exceptional 1c pieces. This piece is a little different. We find any amount of hard candy pops, but this piece is chewy and a good eating piece of candy.

Code 9bbb 33

**Coconut Bars—2 pieces, 3 1/4 oz.—
5c**

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Two chocolate dipped coconut bars in an open end tray, printed transparent cellulose wrapper.

Coating: Bittersweet.

Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the best coconut bars examined by the Clinic this year.

Comment: This bar is attractive looking, neat and different. Bar is of good size and quality. We find many coconut bars but many of them are hard and tasteless and also some that are rancid. This bar had a good coconut flavor.

Code 10j 33

Salted Jumbo Peanuts—2 oz.—5c

(Purchased in a railroad terminal, New York City)

Printed transparent cellulose bag.

Roast: Good.

Salt: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good salted jumbo peanut.

Comment: This bag of peanuts was outstanding as most peanuts examined had one or more faults. These peanuts were of good quality and well roasted. Bag was neatly printed.

Code 10m 33

Assorted Salted Nuts—1/2 oz.—29c

(Purchased in a nut shop, Chicago, Ill.)

Appearance of Box: Good; printed in colors. A good looking nut box.

Assortment: Brazils, pecans, almonds, pistachio, cashews, filberts, black walnuts and pignolias.

Roast: Good.

Salt: Good.

Taste: Good.

Remarks: Nuts were small but had a good taste. Assortment was very good and black walnuts had a good taste. As a rule black walnuts do not remain sweet very long.

Comment: Black walnuts are seldom found in an assortment of salted nuts, but these black walnuts had a good sweet taste and were good eating. While these nuts were a trifle small they were of good quality. The assortment was well balanced.

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Candy Clinic Review for 1933

By ERIC LEHMAN

JN the interest of better candy production and better marketing, let us review the various types of goods considered by The MANUFACTURING CONFECTIONER Clinic during the past year.

In the January Clinic we examined Holiday chocolates. All grades of chocolates were found at most any price. Some of the boxes contained 2½ pounds of chocolates at \$1.00, another box might contain 5 pounds of chocolates at 75c. Of course, the quality of the candy is not always the higher priced candy. In fact, some boxes of Holiday chocolates are not fit to eat and are sold at the same prices as good chocolates. In most cases, the objective seems to be the amount of candy at the cheapest price. Thus, quality is not considered at all.

If repeat business is desired, it is best to put out a box of good chocolates of less weight. Two or three pounds of good chocolates at \$1.00 are far better than 5 pounds at \$1.00 that nobody would eat. In planning to put out a box of Holiday chocolates, we suggest putting out a good one. Keep the weight within 2 to 3 pounds and keep the price up so that a good quality of candy can be made. Considerable good will can be built up on a box of this type, as it is mostly consumed by the family.

The Trend in Assorted Chocolates

The February Clinic called for assorted chocolates. The past year has been a long sad one for any kind of candy over 60c or 80c the pound. In many parts of the country, the \$1.00 box was not handled at all. The \$1.00 customer bought 60c and 80c candy, and a great many bought boxes at less than 50c the pound. Surprising as it may be, we found exceptionally fine chocolates sold at 29c to 50c the pound. The boxes were plain and the packing was not of the best, but the candy was good. A great number of these boxes, however, were put out at a loss.

At the present time, or when the N.R.A. started, the 29c box went to 39c, the 39c box went to 49c, etc. A number of 50c boxes are still being sold at 50c but the candy is not of the same quality it was when first put out. This is also true of the 29c boxes.

A \$1.00 box of chocolates has to be a "bang up" box of candy today. A box of this kind has to have a well-balanced assortment, quality centers and coatings, next—attractive boxes but not gaudy. Packing should be carefully planned so the box makes a good appearance on opening and candies are in good condition,—not scratched or broken. The \$1.00 box, however, is coming back, we hope soon. The boxes that are worth \$1.00 are going to enjoy the best sales.

Home Mades and 10c, 15c, 25c Packages

In the March Clinic we examined Home Mades and 10c, 15c and 25c packages. Very few home made

◆ SELECTION of the one outstanding item in each class of candy reviewed in THE MANUFACTURING CONFECTIONER's Clinic during the past year is presented in the preceding Clinic pages of this issue. Quality and quantity of the candies, the container, arrangement of packing, and prices were the main points upon which selections were based. Below is a general review of the candy types considered by the Clinic this year.

boxes are to be had outside of the high class retail store. This is a very difficult box of candy for a wholesale house to put out. A few houses do put out a so-called "home made candies" box, but most boxes contain chocolates, wrapped nougats, caramels, taffies, etc. Where bon bons, fudge, cream kisses, etc., were used, in most all boxes the bon bons and fudge were hard or dry and not "good eating" candy. If bon bons are going to be used in wholesale boxes, the best way to have these pieces arrive in the consumer's hands is to crystallize them; in fact, any cream goods should be crystallized. Fudge or candy in the fudge class will keep for a long time if wrapped in moisture-proof cellulose. Nougats also keep best if wrapped in moisture-proof cellulose. Careful packing and dating are necessary if this type of box is expected to arrive in good condition.

Small packages over 10c have always been slow sellers. Five cent boxes are good sellers; 10c boxes other than almonds or chocolate peppermints, are slow sellers. The past two years one pound boxes have been sold at from 25c up. That is the main reason the 15c and 25c packages have almost disappeared from the retail outlets.

Easter Packages, Moulded Goods and Chocolate Bars

Easter packages, moulded goods and chocolate bars were examined in the April Clinic. The Easter assortments or packages are becoming more popular each year. These packages can be made to look large and are very colorful. Easter is without doubt the kiddies' day. When putting out a box of this kind, therefore, it is best to pick out the novelties or candies that will appeal to the kiddies.

There are very good looking moulded novelties at the price of 5c and 10c put up in cardboard containers. These pieces sell very quickly, and, if the chocolate is "good eating" considerable repeat orders can be looked for. Unfortunately, some of these pieces are made of the rankest kind of chocolate. Cream pieces—as eggs, chicks, etc.—are not as popular as they were a few years ago. Again, it is the case of poor centers and coating.

A good cream egg is a "good eating" candy if made right, and has a good coating. But some are too hard to eat, others are of the crudest kind of cream; again,

the same have rank flavors. The same can be said about a number of the marshmallow eggs, animals, etc.

Chocolate bars are of far better quality than ever. Wrappers are more attractive, and a number are getting away from the old brown wrapper that has been used for so many years. A number of bars are being made that are not as sweet as most eating chocolate. These bars are made to encourage men to eat solid chocolate bars, and they are becoming popular with the men.

There are some exceptional 1c pieces of chocolate. These pieces are of good size and quality. The solid chocolate novelties are also becoming more popular, when the price is not too high.

High-Priced Packages Will Come Back

Our subject for the May Clinic was high-priced chocolates. These boxes have taken a severe set back the past two years, owing to the price. The \$1.00 boxes have been the "top" for a box of chocolates. In some parts of the country, practically the only boxes that sold were priced under 80c.

The high-priced boxes will "come back," and the manufacturer who consistently makes high grade goods is going to have some real business when the public has money to spend. We find some very attractive boxes, but the candy is anything but good. Any high-priced box has to have "everything," if any repeat business is expected. Box may be metal or board, should not be conspicuous. Candy should be the finest that can be made. A large assortment and fifty or sixty count pieces help to make a good box of this type. If pieces are too small the centers can hardly be tasted.

Plight of Marshmallows, Fudge, Caramels

For our July Clinic (June Clinic was omitted due to Century of Progress issue) we had marshmallows, fudge and caramels. The marshmallow business was about "killed" two years ago. Every store, candy, grocery, butcher and shoe stand had marshmallows. These were priced from 5c to 30c. Some of these marshmallows were of the poorest kind, and it did not take long for the people to find this out. The small packages were sold by the manufacturer at any old price, so long as he could get the business. When all prices were cut, the quality of the marshmallows started to go down until it about put marshmallows out of the market.

We find a few good fudge pieces, but most of them are very poor samples of fudge. There is no reason why a good fudge bar cannot be made to retail at 5c. In putting out a fudge bar it is best to coat it with chocolate; the uncoated bars do not "stand up." There is a tendency by most all manufacturers to use scrap in fudge bars. This is what spoils the sale of most fudge bars. Regardless of how good the scrap may be, it will not taste good when cooked.

Caramels are "good eating" candy when made right. There were caramels that tasted and "ate" like a chewy taffy. In some, the cheapest kind of condensed milk and milk powders were used. Again, in the same priced class we found very good caramels. This piece is also considered a suitable piece in which to use scrap.

In many cases no chocolate can be tasted, but a strong taste of scrap is evident. In making a chocolate caramel it is best to use a good liquor, as cocoa will dry up the caramel and make it short. In using moisture-proof cellulose for caramel wrappers, be sure to use cellulose that does not leave a lacquer taste.

Tips on Summer Bars and Packages

For August we discussed summer bars and packages. The past summer, we had some long hot spells; this kind of weather will make most any kind of bar unsaleable. It is well to test out a bar under the most severe conditions before putting it out for summer business. A number of transparent wrappers are colored and it is very hard to see the condition of the candy through these wrappers. It is a disappointment to the consumer when he purchases an unsatisfactory bar of this kind and, no doubt, he will not buy it the second time.

A summer package which is cool and attractive looking—that contains candy that will stand up—will be a good seller. Chocolates do not sell well during the hot weather. But it is well to plan a good summer package, as considerable business can be had during the hot weather. One-half and one-pound boxes are the most popular.

Bar Coatings Down—Penny Pieces Up

Bar goods and penny pieces came on the table for the September Clinic. Bars have been improved; the quality is better, as the size in many cases is smaller. While it lasted it was a step in the right direction, but the "truce" on bars did not last long. An agreement on price and size was one of the best things that has happened in the candy business, for a long time. But, lately, the "war" started again. Gentlemen's agreement was just a scrap of paper, and now we have large 4-ounce bars back again, free goods, etc.

The quality of the coatings used on bars in most cases is not up to standard. Regardless of how good the bar may be, if the coating is cheap and tasteless it will spoil the eating qualities of the center. Coatings on some bars are called "milk chocolate," but taste like grease and powdered sugar. Coatings never were cheaper and if a bar is to "go over," it will need a good chocolate coating. Centers in most all bars have improved.

Penny pieces the past two years are worthy of praise. The manufacturer has put everything in the penny piece. With a few exceptions, these pieces are of good quality, neatly wrapped and of good size. Again, we question the amount of profit in many of these pieces. Some bar houses that do not make penny pieces would get a surprise to see some of the penny pieces offered for sale today.

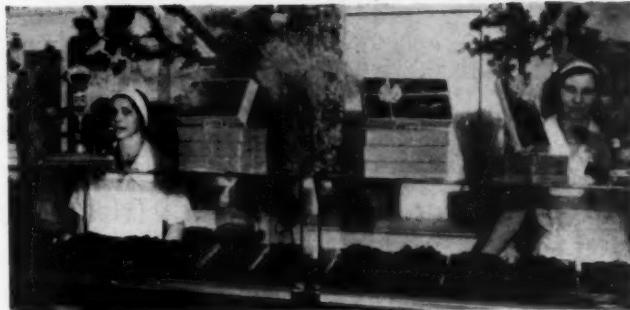
Chewy Pieces and Salted Nuts

The October Clinic called for chewy pieces and salted nuts. Chewy pieces are always popular, if "good eating." The bad actor in the chewy pieces are the "Toffees." Rum or butter flavor, in most cases, have a bad, rancid taste. There are a great number of formulas for this Toffee, but the old English Toffee

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CANDY

Retailer Suggestions—a Service Department to Aid the Retail Confectioner in Improved Merchandising at a Profit.



These discussions are selected from The CONFECTIONER BUYER, the National magazine of candy distribution and merchandising, which is also published by The MANUFACTURING CONFECTIONER P. B. Co.

MERCHANDISING

Window Should Be Magnet for Store

The window is the magnet of the retail store. It reflects its personality; it is its stage, where "a product plays its part—and when its part is done, another worse or better takes the throne." The value of window displays is graphically shown in a folder entitled "Sales-Spot Advertising" published by the Research Division of The United States Printing & Lithographing Co., and Associated Companies.

Window display is advertising at the "sales spot" with the consumer given the immediate opportunity to purchase.

The battle of business is carried on in thousands of retail windows. These windows must continually have new displays to secure interest and the resultant return from the consumer.

Window display offers sidewalk circulation, and the opportunity to attract street car, bus, and automobile riders.

Essentials of Successful Candy Store

The following are prime factors in the successful merchandising of CANDY in any type of store:

1. *Location* of the store should be convenient to enough people to give sufficient volume to pay expenses and provide the desired net profit.

2. *Outside appearance* of the store must be attractive. The window displays must appeal to the type of trade the store wishes to win.

3. *Inside arrangement* and decoration of the store should be convenient and pleasing. The general impression should be that of cleanliness and friendliness.

4. *Displays* inside the store should be attractive, featuring each kind of candy so that it stands out separately and distinctly. Attractive price cards, uniform in size and arrangement, with description of item and indicating price per pound and popular unit of sale.

5. The store should be brightly but not glaringly lighted. *Good light increases sales*—particularly when candy cases are well lighted.

6. *Salespeople* should be pleasant and courteous, know how to please various types of customers, and should have a complete knowledge of their candies in stock. They should be able tactfully to aid customers in buying, and know how to suggest additional purchases.

7. The *candy* itself should be of a type and quality suitable for the trade the store wishes to attract and hold. Stocks should be kept fresh, rearranged frequently, and new items introduced to stimulate and maintain the interest of the public.

8. The Candy Buyer's *objective* should be "the best quality at a fair price which will bring the best profit and turnover."

Men's Night Stimulates Christmas Trade

An extremely profitable volume of business is reported by a store in Atlanta, Georgia, as the result of its "Men's Night," staged on December 22, according to the booklet, "How 48 Store Owners Make Friends" published by the Policyholders Service Bureau of The Metropolitan Life Insurance Co.

"Men's Night" was featured in newspaper advertising as well as in the following letter sent to a large list of male patrons:

"The very confusion which women love in shopping is what scares the average man. Yet he must buy a certain number of gifts or lose his standing with the family.

"Monday night, December 22, from 6 to 9 o'clock, is "Men's Night" at our store. No women will be permitted in the store except those who are here to serve you.

"In addition to the sales groups, there will be a staff of women trained to help distracted men get the right thing for the right person and get it wrapped and packed the way it should be.

"Buying your Christmas gifts here on 'Men's Night' is as easy as an anesthetic—when you wake up, it will be all over."

Catch the Hurried Customer

Displays should be arranged so they tell the complete story for the woman in a hurry.

Show cards, talking signs, and good-sized price cards are essential to windows and interior displays that put the idea over at a glance.

Candy displays often suffer for attention because they are placed too low in windows to catch the hurried eye. Raise 'em up!

Salesmen's Slants . . .

News and Personals from the Men on the Road
A Monthly Feature by Franklin, Heiser, Hoffmann

C. RAY FRANKLIN, *Speaking from Kansas City*

THE St. Louis Jobbers' Association held their annual Thanksgiving party at the Veterans' Hall in St. Louis recently, and was it a party? Each year the Candy jobbers of St. Louis have a big Thanksgiving party which is looked forward to by all; this year it was bigger and better than usual. In addition to plenty of eats and beverages, turkeys were given away as usual, and the members were all given one from the association. Fred Schmeckeier is chairman of the association, Chester McCord, vice chairman. Bill Milligan was chairman in charge of the Entertainment Committee, which possibly accounted for the royal time enjoyed by all.

I saw Johnny Mack, western salesmanager for the Goudy Gum Co., Boston, in St. Louis, a few days ago. Johnny had a booth for the Goudy people at the Arena, in conjunction with the Boy Scouts merit badge show, where they distributed their latest gum, "Some Gum." Goudy was featuring Bronco Charlie Miller, the last Pony Express Rider of the U. S. Bronco Charlie is a wonderful character and displayed all his trappings, women's scalps, etc., of the Indian Wars. They had a real show, one like only Goudy would stage and Johnny is a real showman—as well as a salesmanager!

Howard Coe, manager of the Fletcher Factory, National Candy Co., Kansas City, Missouri, plant, says there is something to Technocracy, and proves it with the following: "Molly says she's wildly in love with her new motor car." "Yes, another case where man is displaced by machinery!"

Charlie McKenna, manager of Johnson Biscuit Co., Sioux City, Iowa, says: "Believe it or not, Dandruff is chips off the old block," and "a militarist is one who gives up your life for his country." Don't believe he's so far wrong at that.

Alex Williamson, salesmanager for Williamson Candy Co., Chicago, is responsible for the following, that is he told it. I really do not believe he originated it: "How do you like my sermons?" asked the new minister of the young girl who sang contralto in the choir. "Just splendid," she gushed, "Honest, I never knew what real sin was until you came."

The Royal Live Stock Show, one of the largest stock shows in America, took place in Kansas City this month. The finest horses, cattle, etc., from all parts of the U. S. were displayed. This is an annual event in Kansas City and draws people from all parts of the country. It is really an ultra classy affair. Mr. Frank Mars, of Mars, Inc., Chicago, exhibited a number of his horses and cattle from his Milky Way Farm in Tennessee. They



C. Ray Franklin
Kansas City, Mo.

surely were wonderful animals. He took several first prizes. No matter where you go you will find the candy industry represented.

Archie Johnson who represents the Ucanco Candy Co., Davenport, Iowa, thruout the Southwest, has had a severe attack of rheumatism, but it takes more than that to keep Archie at home. I saw him the other day working the same as usual altho he had a driver and helper to assist him with his samples. After all, you use your head—or should—in selling goods, and his head is Okay. At least, it has that appearance!

• • •

GEORGE J. HEISER, *Speaking from Atlantic City*

WHY SALESMEN'S HAIR TURNS GRAY

"**D**EAR Salesman: What do you mean that the customer is always right? Where do you get that stuff? I think you are all wrong. Now, if I am right about you being wrong, then the customer is not always right. (Let me quote from the Classics—Sheridan's School of Salesmanship.) I am right by your own admission. Then if I am right you are wrong—and if I am wrong the whole world must be right!

"Let me hear from you without delay!

"SALES-MANAGER."

THINGS NOT WORTH KNOWING

Lafe Rosenthal, Fair Play Caramel Co., is the Richest Candy Salesman on the Road.

Louis Kraus, American Candy Co., always keeps his



George J. Heiser
Sales Representative,
American Caramel Co.

finger nails well polished while working Ohio. Just a fingerman. . . .

Geo. C. Wilson, Williamson Candy Co., is still the Best Dressed Candy Salesman.

Herb Sire, Lewis Bros., is now working on his second million.

Eddie Mair, Northwestern Cone Co., known as Little Nemo, wants it understood he is not asleep!

E. C. Clark, Pan Conf. Factory, gave Pittsburgh an Easter clean up early in November.

Lost, Strayed or Stolen—Wild Miller, Catawba Candy Co., heavy order taker. . . .

Jellie Eggs Art Taylor, Rodda Candy Co., keeps talking about Jellie Eggs in carload orders. No depression has hit this Babie.

Fred C. Bahr, the Kentucky Colonel who takes orders for the Akron Candy Co., reports business ahead of last year. THAT'S Sumpin'!

Joe Kenworth, who tells the world about the Wonders of Mason's line of Candies, and how this Gonniff tells them. . . .

Clarence Mathies, by his braggadocio, has Walter Johnson, of the Walter Johnson Candy Co., eating out of his hand. Lands a Golden Spoon job from Walter to act as a smoothie for the firm. Just a Sales Manager, I mean.

Don't do as I do. Do as I say. Some of the Big Shot candy manufacturers have adopted a very bad stand when they go out and preach one thing and do another. In fact, they are doing everything they tell the other fellow not to do. There just can't be a good ending to such kind of Double Crossing, when it is being done by the leaders in the candy industry. These are the men who should lead the candy industry to a higher plane and their word should be their bond—and they should do as they Say.

Wishing you A Glittering, Glamorous, Glorious New Year—G. J. H.

* * *

SYDNEY Z. HOFFMANN, Speaking from Chicago

NOW that the United States is off the gold standard and the brain trust is trying to find something just as good, or even better, may I suggest to the Government—and the candy folks—something that possibly will be agreeable to all concerned, and the kids won't object. Let's put America on the Chocolate Standard! Do I hear a second to this suggestion? It's an idea, you Chocolate Makers . . .

If Johnny Mack, Western Sales Manager for Goudy Gum Co., makers of Some-Box penny picture gum, reads this don't think I'm kidding or handing

you a bunch of possies (it's the truth, so help me). Every salesman I meet, and every jobber who knows him, never stops telling me what a swell guy he is. Keep up the good work, Johnny, as only regular fellows carry such a 100% reputation. Are you listening, Mr. Goudy?

America and Russia are now saying Howdy-do to one another, and from all I can read in the daily gazettes everything is going to be Hotsy-Totsy from now on. Just think how swell it would be if all the jobbers, wagon men, manufacturers, and salesmen would be on howdy-do terms instead of the other way. Take it from yours truly, we will not move forward in the candy business until such a condition really comes to pass. There is not one problem in our industry that does not belong to all of us—so we might as well start now and recognize the truth, and nothing but the truth. . . .

Salesmen are funny people; they have funny hobbies. Here's one you can't even tie, much less beat.

Sydney Z. Hoffmann
Sales Representative,
Luden's, Inc.



Geo. E. Burleson, secretary-treasurer of the Western Confectioners Salesmen's Association, has in his home a beautiful glass cabinet. And what do you think George has in this cabinet? Pink elephants, blue elephants, white elephants, stone, iron, wood, ivory and every other type of elephant he can lay his hands on! Well, one thing is sure, George aimed big—instead of going to the dogs! Ain't nature grand—

Most of the various candy associations (and there are 287 of them) are playing a new and interesting game. It is played this way:

A big dining-room with a tasty dinner is served, and after all the dishes have been cleared away, and a good cigar is on the way to cremation, the meeting gets down to iron nails. Everybody wants things to go along in a nice business-like and profitable way,—no more chiseling, no more unfair practices, no more price-cutting, everything to go from now on according to Hoyle. Meeting adjourns about 10:30 p. m. All present shake hands and then go home and set the alarm clock one hour earlier than usual so they can get to the office next morning ahead of their night-before-friends and send telegrams telling their salesmen to lower the price, etc. . . . Now, the winner in this popular game is always the loser—

Sales managers, take notice—

On your next visit to Chicago to see your salesman and, possibly to pep him up, ask him to take you on the south side any Monday morning at 7:30 a. m. He will show you our own scene from the opera, Romeo

(Turn to page 55)

WHAT'S NEW?

New Patents

91,047. Design for a Confection. John W. West, Maplewood, N. J. Application September 15, 1933. Serial No. 49,263. Term of patent 14 years.

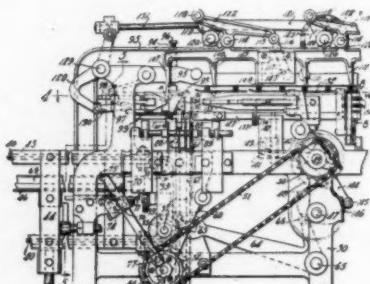


The ornamental design for a confection as shown.
1,935,251. Candy Package. James W. Scully, Seattle, Wash. Application September 8, 1931. Serial No. 561,538. 8 Claims. (Cl. 229—8.)



1. A display package comprising a container, and a display cover adapted to fit over said container, comprising a collar, and strips secured to said collar between selected positions on the upper edge thereof to maintain it in a shape similar to that of the container.

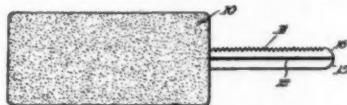
1,936,462. Wrapping Machine. Elmer L. Smith, Longmeadow, and Frederic B. Fuller, Springfield, Mass., assignors to Package Machinery Company, Springfield, Mass., a corporation of Massachusetts. Application November 26, 1930. Serial No. 498,490. 15 Claims. (Cl. 93—2.)



1. A wrapping machine comprising a wrapping station, an article guideway spaced from the station, a plunger reciprocable from a position in line with the guideway to said station, a conveyor traveling in a closed path surrounding said guideway, and pushers attached to the conveyor and having their article-contacting faces extending inwardly of said closed path to contact with articles upon the guideway, said pushers passing between the guideway and the plunger after having positioned an article on the plunger.

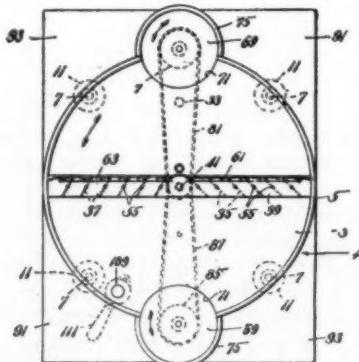
1,936,816. Confection Support and Toy. Adolph W.

Zitzman, Chicago, Ill. Application March 15, 1932. Serial No. 598,946. 3 Claims. (Cl. 46—14.)



1. A relatively flat stick having notches along an edge and being weakened along a longitudinal line to permit it to be separated into two parts, and a spinner adapted to be rotatably attached to the end of the notched portion for operation by cooperation of the separated portion of the stick with the notched edge of the remaining portion.

1,932,930. Confectionery Dipping Process and Apparatus. Jesse W. Greer, Cambridge, and Fred W. Greer, Belmont, Mass. Application June 3, 1930. Serial No. 459,038. 12 Claims. (Cl. 91—4.)



1. A candy coating apparatus comprising, in combination, a table, means for feeding liquid coating thereto, a confectionery hand dipping station located closely adjacent to said table and independent of the table, and means for continuously stirring and mixing the coating on said table and for feeding the coating from the table to said station and from the station back to said table.

1,935,735. Method of Making Frozen Confections. Charles B. Chauvin, St. Louis, Mo. No Drawing. Application August 28, 1933. Serial No. 687,178. 3 Claims. (Cl. 99—11.)

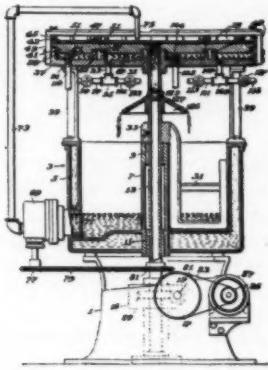
1. A method of preparing a banana confection including dry heating the banana, then removing the skin therefrom, chilling said skinned banana, applying thereto a covering of edible material, and then freezing the resultant confection.

1,933,367. Confection. Edgar B. Clod, Hood River, Ore., assignor, by mesne assignments, to Archie R. McCrady, South Bend, Ind. No Drawing. Application December 23, 1927. Serial No. 242,300. 3 Claims. (Cl. 99—16.)

1. The method of making a fondant which com-

prises mixing sugar with fruit, dissolving the sugar in the juices of the fruit by heating to a temperature lower than the boiling point of the mixture, and rapidly cooling and agitating the resulting solution, until a fondant is produced.

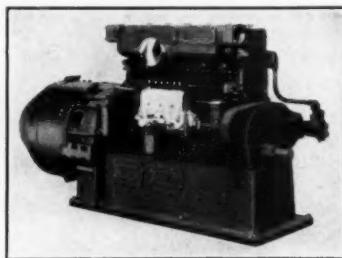
1,932,931. Confectionery Dipping Process and Apparatus. Jesse W. Greer, Cambridge, and Fred W. Greer, Belmont, Mass. Application June 13, 1930. Serial No. 460,885. 6 Claims. (Cl. 91—4.)



ribbon, which includes an aluminum foil inserted type. Printed ribbons with the NRA slogan, advertising, or trade marks are also offered. The line is manufactured by Freyberg Bros., Inc., New York, who operate under a license granted by the Du Pont Cellophane Co.

Diesel Generating Set

With the increasing electrical power rates for industrial plants, the new Diesel Generating Sets will interest many manufacturers. The cheaper grades of fuel oil



can be used, and the thermal efficiency is so great that electricity can be generated at approximately $\frac{3}{4}$ to 1 cent per kilowatt. The sets range in size from 10 to 90 kw., alternating and direct currents.

They are operated by a high speed, six-cylinder, four-stroke cycle Diesel engine. The set is called the Buda-M.A.N., manufactured by the Buda Company, Harvey, Ill., under license from the M. A. N. Company, Germany, in whose shops Diesel built his first engines. The engines do not require the services of an attendant, only an occasional check-up during the day. They are suitable for 24-hour service.

Stainless Steel Containers

A line of steel containers for the food, chemical, fruit juice, syrup, and other industries now using wood or steel containers is announced by the Fire-



stone Steel Products Co. of Akron, Ohio. The new product brings new standards of efficient, sanitary and economical handling of these commodities.

The Firestone container is furnished in either the double wall insulated type or a single wall design and practically any size or design is furnished from one gallon up, in either stainless or carbon steel, according to requirements of the customer.

Exchange Announces New Service

An experimental candy factory where new ideas are perfected and practical formulas developed to serve the candy manufacturer has been equipped by California Fruit Growers Exchange, Products Dept., manufacturers of Citrus Pectin. This new experimental candy factory is located in the Exchange plant at Ontario, California.

New formulas will be developed for candies making use of Exchange Citrus Pectin. The product is being widely used at present in jelly pieces and gum work. The experimental factory will also serve as a laboratory to assist customers in working out special processes for Pectin candies to meet unusual manufacturing conditions.

The experimental candy factory is under the direction of a practical candy maker, assisted by a staff of able chemists and men trained in candy manufacture. Services will be extended to manufacturing confectioners without obligation.

In Charge of Foote & Jenks Advertising

Announcement has been made by Foote & Jenks, Inc., Jackson, Mich., Flavor Specialists, that their Mr. P. W. Thurston will have charge of Foote & Jenks advertising for 1934.

Guittard Appoints E. M. Sinclair

Midwest sales territory of Guittard Chocolate Co., San Francisco, Calif., is now in charge of Mr. E. M. Sinclair, with headquarters in the Anchor Warehouse, 219 E. North Water St., Chicago. Under his jurisdiction are the states of Illinois, Indiana, Ohio and Wisconsin.

Mr. Sinclair has a background of experience in both the chocolate and confectionery industries which will be valuable to firms served by the Guittard Company. He was formerly with the Fred W. Amend Co., and for ten years was president of the Murray-Sinclair Co., Boston, manufacturers of high-priced chocolates. Prior to being in business for himself, Mr. Sinclair was 16 years with Foss in the midwest. He worked in the Rice chocolate plant during the war.

D. H. Lutz Joins Meickens

Mr. D. H. Lutz, Jr., formerly covering the Chicago territory for Guittard Chocolate Company of San Francisco, is now representing the Merckens Chocolate Company in the Chicago territory.

Packaging Machinery Manufacturers Institute, Incorporated, Elects Officers

President Roosevelt signed the Code of Fair Competition of the Packaging Machinery Industry and Trade October 31st, the Code being originally filed on September 6th.

At a meeting of the industry formal organization of the Institute was completed. The following directors were elected:

For three years: H. H. Leonard, Vice President
(Turn to page 56)

Why We Haven't a Code

Statement of the Industry's Code Situation in December N. C. A. Bulletin

S to why we haven't a code? Everybody knows that our labor provisions are under N. R. A. and our trade practice rules are under the jurisdiction of A. A. A.

On November 11, the newspapers carried the announcement that the Food Advisory Board—through whom the Agricultural Administration had attempted to develop a Master Food Code—had been dissolved and that A. A. A. was now ready to consider and approve codes of fair competition for the various divisions of the food industry. This was most encouraging news. It appeared that the jam had been broken and that logs might now pass on down and through the mill.

One food code has since been approved. The bulletin of the Chamber of Commerce of the United States under date of November 18 says: "A code of fair competition for the imported date-packing industry has been approved by the President. This is the first code to be approved under the President's order delegating supervision of the codes affecting agricultural and food products to the Secretary of Agriculture."

The Labor provisions of the Master Code for Distribution in the Food and Grocery Industry and their Trade Practice rules were submitted separately. The wholesale and retail grocers now have a Labor Code but up to this time their Code of Fair Practice—on which hearings were held during the week of October 9—has not come through.

Since our last General Information Bulletin went to press the Industrial Board has continued its negotiations for a Code.

On November 1, 2 and 3, the Board met in Washington and gave thorough consideration to the current policies of the Administration, as indicated by conferences and by "model code" rules presented by the N. R. A. and A. A. A. Decisions were reached as to which of these suggestions are acceptable for inclusion in our Code. Our Washington attorney, Mr. W. Parker Jones, undertook the task of rephrasing to carry out the modifications accepted by the Board.

During the week of November 13, Messrs. William Hardie, William Heide and Parker Jones held extended conferences with Administration representatives.

We believed that N. R. A. would set an early hearing date and expedite the approval of our Labor sections. It has, however, seemed to the Industrial Board essential that rules eliminating wasteful unfair practices should be established at the same time in order that the Industry may continue to carry on the program of increased employment and payroll.

Within the last few days, A. A. A. has indicated a desire to hasten the resubmission of our Code. There is, however, no evidence of an inclination to grant provisions which the Board believes necessary.

The press and other sources of information have revealed the conflict within the Administration over the question whether Codes shall be instruments of self-government for business and industry, as seems to have

been the clear intent of Congress, or merely the means of extending Government control.

Recent conferences reveal a tendency within A. A. A. toward concentration of absolute control of all industries engaged in the manufacture and processing of foodstuffs under the Agricultural Administration. We must regard this as impractical and in conflict with a program of cooperation between government and industry in making the Recovery Act effective.

This points to the necessity of developing further a strong organization, and a united industry. Our membership, measured by volume of production, now includes approximately 85 per cent of those who will be subject to our Code. Our capacity for self government, however, depends on our willingness to work together. Let every member of the industry give to his zone chairman and to the Association his full cooperation.

Heide Voted Confidence at Zone 2 Meet

William Heide, chairman of Zone 2 of the Industrial Recovery Division of the N. C. A., and members of the Board were given a vote of confidence by members of this Zone at a luncheon at Hotel Pennsylvania, New York, November 27. Mr. Heide and the Board were officially authorized by the group to assume full responsibility in their negotiations relating to the industry and the N. R. A. and A. A. A.

John Ballweg, president of the Association of Confectionery and Chocolate Manufacturers of the State of New York made the motion for the action. The matter had been urged by C. S. Allen of C. S. Allen Corp., Brooklyn.

Mr. Heide presided at the meeting and reported the present activities of the Recovery Board at Washington on the Code and the Excise and Food Tax questions. Mr. Heide outlined the tentative agreement with N. R. A. which had been reached on wages and hours for a permanent schedule. Other speakers included Herman W. Hoops, president of Hawley & Hoops, New York, who urged cooperation on sound business policies.

Miss Coventry Succeeds Miss Pepper

Miss Mary Pepper has resigned as Educational Director at N. C. A. Headquarters, Chicago. Miss Noel Coventry succeeds her in charge of the publicity work.

Miss Coventry has had several years' experience in publicity and educational work. She was on the staff of Gift Wares, the American-Scandinavian magazine and other publications. She has written and directed programs for radio station WGN, Chicago. Miss Coventry's publicity experience has included work for various civic and business organizations.

She will prepare and send out news of the Association activities under the N. R. A. and will continue the consumer publicity which is released to newspapers, magazines and radio stations.

The "Tugwell Bill"

Proposed Revision of Federal Food and Drugs Act Senate Bill 1944--Officially, the Copeland Bill

A BILL

To prevent the manufacture, shipment and sale of adulterated or misbranded food*, and to regulate traffic therein; to prevent the false advertisement of food* and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as the "Federal Food and Drugs Act."

Definitions

SEC. 2. As used in this Act, unless the context otherwise indicates:

(a) The term "food" includes all substances and preparations used for, or entering into the composition of, food, drink, confectionery or condiment for man or other animals.

(d) The term "Territory" means any Territory or possession of the United States.

(e) The term "interstate commerce" means (1) commerce between any State or Territory and any place outside thereof, or between points within the same State or Territory but through any place outside thereof, and (2) commerce and manufacture within the District of Columbia or the Canal Zone or within any Territory not organized with a legislative body.

(f) The term "person" includes individual, partnership, corporation and association.

(g) The term "Secretary" means the Secretary of Agriculture.

(h) The term "label" means the principal label or labels (1) upon the immediate container of any food* and (2) upon the outside container or wrapper, if any there be, of the retail package of any food.*

(i) The term "labeling" includes all labels and other written, printed and graphic matter, in any form whatsoever, accompanying any food."

(j) The term "advertisement" includes all representations of fact or opinion disseminated in any manner or by any means other than by the labeling.

(k) The term "in package form" includes wrapped meats inclosed in paper or other materials as prepared by the manufacturers thereof for sale.

Adulteration of Food

SEC. 3. A food shall be deemed to be adulterated:

(a) (1) If it is or may be dangerous to health; or (2) if it bears or contains any added poisonous or added deleterious substance prohibited, or in excess of the limits of tolerance prescribed, by regulations as hereinafter provided; or (3) if it consists in whole or in part of any filthy, putrid or decomposed substance;

*Also drugs and cosmetics.

or (4) if it has been prepared, packed or held under unsanitary conditions whereby it may have become contaminated with filth; or (5) if it is the product of a diseased animal or of an animal which has died otherwise than by slaughter; or (6) if its container is composed of any poisonous or deleterious substance which may by contamination render the contents injurious to health.

(b) (1) If any valuable constituent has been in whole or in part abstracted therefrom; (2) if any substance has been substituted wholly or in part therefor; or (3) if damage or inferiority has been concealed in any manner; or (4) if any substance has been mixed or packed therewith so as to increase its bulk or weight, or reduce its quality or strength, or create a deceptive appearance.

(c) If it is confectionery and bears or contains any alcohol, resinous glaze or non-nutritive substance except coloring and flavoring.

(d) If it contains a coal-tar color other than one from a batch that has been certified by the Secretary in accordance with regulations as hereinafter provided.

Misbranding—General

SEC. 6. A food* shall be deemed to be misbranded:

(a) If its labeling is in any particular false or by ambiguity or inference creates a misleading impression regarding any food.*

(b) If in package form and it fails to bear a label containing: (1) the name and place of business of the manufacturer, packer, seller or distributor; and (2) an accurate statement of the quantity of the contents in such terms of weight, measure or numerical count as may be prescribed by regulations of the Secretary: *Provided*, That under subdivision (2) of this paragraph reasonable variations shall be permitted, and exemptions as to small packages of foods and cosmetics shall be established, by regulations prescribed by the Secretary; and *Provided further*, That such classes of canned foods as the Secretary finds, after notice and hearing, are, in accordance with the practice of the trade, labeled in substantial quantities at establishments other than the establishments where processed or packed, shall be exempted by regulations from the re-

quirements of this paragraph during transportation from the establishment where processed or packed to an establishment for labeling, if such articles are labeled in conformity with the provisions of this Act prior to removal from such labeling establishment.

(c) If any word, statement or other information required on the label to avoid adulteration or misbranding under any provisions of this Act is not prominently placed thereon in such a manner as to be easily seen and in such terms as to be readily intelligible to the purchasers and users of such articles under customary conditions of purchase and use.

Misbranding of Food

SEC. 7 A food shall be deemed to be misbranded:

(a) If (1) its container is so made, formed or filled as to mislead the purchaser, or (2) its contents fall below the standard of fill prescribed by regulations as hereinafter provided.

(b) If it is offered for sale under the name of another food.

(c) If it is an imitation of another food, except that no imitation shall be deemed to be misbranded under this paragraph if its label bears the word "imitation" in juxtaposition with and in type of the same size and prominence as the name of the food imitated.

(d) If it purports to be or is represented as a food for which a definition of identity has been prescribed by regulations as hereinafter provided, and (1) fails to bear on its label the name of the food defined in such terms as the regulations specify, or (2) fails to conform to the definition.

(e) If it purports to be or is represented as a food for which standards of quality have been prescribed by regulations as hereinafter provided, and (1) fails to state on its label, if so required by the regulations, a standard of quality in such terms as the regulations specify, or (2) falls below the standard stated on the label.

(f) If it purports to be or is represented as a food for which no definition of identity has been prescribed by regulations as hereinafter provided, and its label fails to bear (1) the common or usual name of the food, if any there be, and

(2) the common or usual name of each ingredient thereof in order of predominance by weight; except that spices, flavors and artificial colors may be designated as such without naming each spice, flavor or artificial color. The Secretary is hereby authorized to prescribe by regulations requirements for such further information on the label thereof as he may deem necessary to protect the public from deception.

False Advertisement

SEC. 9. (a) An advertisement of a food* shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food.*

Tolerances for Poisonous Ingredients in Food and Cosmetics and Certification of Coal-Tar Colors for Food

SEC. 10. (a) If the Secretary finds that the presence of an added poisonous or added deleterious substance in or on food or cosmetics is or may be injurious to health, taking into account other ways in which the consumer or user may partake of or be exposed to the same or other poisonous or deleterious substances, then the Secretary shall by regulations promulgated after notice and hearing prohibit such added substances in or on food or establish tolerances limiting the amount therein or thereon, to such an extent as he may deem necessary to prevent such injury to health.

(b) The Secretary is hereby authorized to make regulations, after notice and hearing, for the certification of coal-tar colors which he finds to be harmless for use in food.

Definitions and Standards for Food

SEC. 11. The Secretary is hereby authorized to fix, establish and promulgate definitions of identity and standards of quality and fill of container for any food. Whenever the Secretary deems that for the purposes of this Act any such definition or standard should be established for any food, he shall give notice of a proposed definition or standard and of the time and place of a public hearing to be held thereon not less than 30 days after the date of such notice. After such public hearing the Secretary may fix, establish and promulgate a definition or standard for such food. The definition or standard so promulgated shall become effective on a date fixed by the Secretary, which date shall not be prior to 90 days after its promulgation. Any such definition or standard may be amended or repealed after notice and hearing as hereinbefore provided, and if amended or repealed, the amendment or repeal shall become effective in the manner and at the time hereinbefore provided.

Permit Factories

SEC. 12. (a) Whenever the Secretary finds that the distribution in interstate commerce of any class of food* may, by

reason of conditions surrounding the manufacture, processing or packing thereof, be injurious to health, and such injurious nature cannot be adequately determined after such articles have entered interstate commerce, he is authorized, after notice and hearing, to make such regulations governing the conditions of manufacture, processing or packing as he deems necessary to protect the public health, and requiring manufacturers, processors and packers of such class of articles to hold a permit conditioned on compliance with such regulations.

(b) The Secretary is authorized to issue such permits for such periods of time as he may by regulations prescribe and to make regulations governing the issuance and renewal thereof. The Secretary is authorized to suspend immediately upon notice any permit issued under authority of this section if it is found that any of the conditions of the permit have been violated. The Secretary may reinstate the permit whenever, after hearing and an inspection of the establishment, it is found that adequate measures have been taken to comply with the conditions of the original permit.

(c) Any officer or employee duly designated by the Secretary shall have access to any factory or establishment, the operator of which holds a permit from the Secretary, for the purpose of ascertaining whether or not the conditions of the permit are being complied with, and denial of access for such inspection shall be ground for suspension of the permit until such access is freely given by the operator.

Factory Inspection

SEC. 13. (a) In order adequately to regulate interstate commerce in food,* and enforce the provisions of this Act, officers or employees duly designated by the Secretary, after first obtaining permission of the owner, operator or custodian thereof, are authorized (1) to enter any factory, warehouse or establishment in which foods* are manufactured, processed, packed or held for shipment in interstate commerce or are held after such shipment, or to enter any vehicle being used to transport such food* in interstate commerce; and (2) to inspect such factory, warehouse, establishment or vehicle and all equipment methods, processes, finished and unfinished materials, containers, and labels there used or stored.

(b) (1) The several District Courts of the United States are hereby vested with jurisdiction to restrain by injunction, temporary or permanent, the shipment in interstate commerce or delivery after receipt in interstate commerce of any food* from or by any factory, warehouse, establishment or vehicle, if the owner, operator or custodian thereof has denied to officers or employees duly designated by the Secretary permission so to enter and inspect such factory, warehouse, establishment or vehicle and equipment, methods, processes, finished and unfinished materials, containers and labels there used or stored. Whenever such permissions are granted, the injunction issued

pursuant to this paragraph shall be dissolved, or may be continued in force subject to such conditions governing the inspection as the court may order; and (2) violation of any such injunction may be summarily tried and punished by the court as a contempt. Such contempt proceedings may be instituted by order of the court or by the filing of an information by the United States Attorney.

Records of Interstate Shipment

SEC. 14. For the purpose of enforcing the provisions of this Act, carriers subject to the Interstate Commerce Act, as amended (U.S.C., title 49), and other carriers engaged in interstate commerce, and persons receiving food* in interstate commerce, shall, upon the request of an officer or employee duly designated by the Secretary, permit such officer or employee to have access to and to copy all records showing the movement in interstate commerce of any food,* and the nature, kind, quantity, shipper and consignee thereof, and it shall be unlawful for any such carrier or person to fail to permit such access to and copying of any record so requested: *Provided*, that evidence obtained under this section shall not be used in a criminal prosecution of the person from whom obtained.

Investigations and Institutions of Proceedings

SEC. 15. (a) The Secretary is authorized to conduct examinations and investigations for the purposes of this Act through officers and employees of the Department of Agriculture or through any health, food or drug officer or employee of any State, Territory or political subdivision thereof, duly commissioned by the Secretary.

(b) It shall be the duty of each United States Attorney to whom the Secretary reports any violation for institution of criminal, civil or condemnation, or other proceedings under this Act, or to whom any health, food or drug officer of any State or Territory, or political subdivision thereof, presents evidence satisfactory to the United States Attorney of any such violation, to cause appropriate proceedings to be instituted in the proper courts of the United States without delay. All suits instituted under this Act shall be by and in the name of the United States.

(c) The Secretary shall, before reporting any violation of this Act to the United States Attorney for institution of criminal proceedings thereunder, afford due notice and opportunity for hearing to interested parties in accordance with such regulations as the Secretary shall prescribe. The report of the Secretary to the United States Attorney for the institution of criminal proceedings under this Act shall be accompanied by findings of the appropriate officers and employees duly authenticated under their oaths.

Seizure

SEC. 16. (a) Any article of food* in interstate commerce that is adulterated or misbranded or that has been manufactured, processed or packed in a factory or establishment, the operator of which

did not, at the time of manufacture, processing or packing, hold a valid permit if so required by regulations under Sec. 12, shall be liable to be proceeded against while in interstate commerce or at any time thereafter on libel of information and condemned in any District Court of the United States within the jurisdiction of which the article is found. The article shall be liable to seizure (1) by process pursuant to the libel, or (2) if a chief of station or other officer of the Food and Drug Administration, duly designated by the Secretary, has probable cause to believe that the article is so adulterated as to be imminently dangerous to health, then by order of such officer, issued under his oath of office, particularly describing the article to be seized, the place where located, and the officer or employee to make the seizure. In case of seizure pursuant to any such order, the jurisdiction of the court shall attach upon such seizure. Any article seized pursuant to any such order shall thereupon be promptly placed in the custody of the court and a libel of information shall be promptly filed for condemnation thereof.

(b) If recovery is had in any suit or proceeding against any officer or employee by reason of a seizure pursuant to any such order, and the court certifies that there is probable cause for the act's done by such officer or employee, or that he acted under the direction of the Secretary or a duly designated officer of the Food and Drug Administration, no execution shall issue against such officer or employee, but the amount so recovered shall upon final judgment be provided for and paid out of appropriations for the administration of this Act.

(c) The court may, by order at any time before trial, allow any party to a condemnation proceeding to obtain a representative sample of the article seized.

(d) Any article of food* condemned under this section shall, after entry of the decree, be disposed of by destruction or sale, as the court may, in accordance with the provisions of this section, direct, and the proceeds thereof, if sold, less the legal costs and charges, shall be paid into the Treasury of the United States; but such article shall not be sold under such decree contrary to the provisions of this Act or the laws of the jurisdiction in which sold: *Provided*, that after entry of the decree and upon the payment of the costs of such proceedings and the execution of a good and sufficient bond conditioned that such article of food* shall not be sold or disposed of contrary to the provisions of this Act or the laws of any State or Territory, the court may by order direct that such article be delivered to the owner thereof to be destroyed or brought into compliance with the provisions of this Act under the supervision of an officer or employee duly designated by the Secretary, and the expenses of such supervision shall be paid by the party obtaining release of the article under bond. Any article condemned by reason of the manufacturer, processor or packer not holding a valid permit when so required by regulation

under Sec. 12 shall be disposed of by destruction.

(e) The proceedings in cases under this section shall conform, as nearly as may be, to the proceedings in admiralty; except that either party may demand trial by jury of an issue of fact joined in any such case.

(f) When a decree of condemnation is entered against the article, court costs and fees, and storage and other proper expenses, shall be awarded against the person, if any, intervening as claimant of the article.

Penalties

Sec. 17. (a) The following acts are hereby prohibited:

(1) The introduction into interstate commerce of any food* that is adulterated or misbranded.

(2) The receipt in interstate commerce of any food* that is adulterated or misbranded and the delivery or proffered delivery thereof in the original unbroken package for pay or otherwise.

(3) The dissemination of any false advertisement by radio broadcast, United States mails, or in interstate commerce for the purpose of inducing, directly or indirectly, the purchase of food.*

(4) The dissemination of a false advertisement by any means for the purpose of inducing, directly or indirectly, the sale of food,* in interstate commerce.

(5) The introduction into interstate commerce of any food,* if the manufacturer, processor or packer does not hold a valid permit when so required by regulations under Sec. 12.

(6) The refusal to permit access to or copying of any record as required by Sec. 14.

(b) Any person who violates or causes to be violated any of the provisions of paragraph (a) of this section shall be guilty of a misdemeanor and shall on conviction thereof be subject to imprisonment for not more than one year, or a fine of not less than \$100 nor more than \$1,000, or both such imprisonment and fine; and for a second or subsequent offense imprisonment for not more than two years, or a fine of not less than \$500 nor more than \$3,000, or both such imprisonment and fine.

(c) Notwithstanding the provisions of paragraph (b) of this section, in case of a wilful offense the penalty shall be imprisonment for not less than six months nor more than three years, or a fine of not less than \$1,000 nor more than \$10,000, or both such imprisonment and fine.

(d) No person acting in the capacity of publisher, advertising agency, or radio broadcast licensee shall be prosecuted under paragraph (b) or (c) of this section for disseminating a false advertisement if, on request of an officer or employee duly designated by the Secretary, he furnishes the name and post office address of the person who contracted for or caused him to disseminate such advertisement.

(e) No dealer shall be prosecuted under paragraph (b) of this section if he establishes a guaranty or undertaking

signed by the person residing in the United States from whom he received the article of food* or the advertising copy therefor, to the effect that such person assumes full responsibility for any violation of this Act, designating it, which may be incurred by the introduction of such article into interstate commerce or by the dissemination of such advertising. To afford protection, such guaranty or undertaking shall contain the name and address of the person furnishing such guaranty or undertaking, and such person shall be amenable to the prosecution and penalties which would attach in due course to the dealer under the provisions of this Act.

(f) Any person who forges, counterfeits, simulates or falsely represents, or without proper authority uses any mark, stamp, tag, label or other identification devices authorized by the provisions of Sec. 12 and 22 of this Act or regulations thereunder, shall be guilty of a misdemeanor, and shall on conviction thereof be subject to imprisonment for not more than one year, or a fine of not less than \$1,000 nor more than \$5,000, or both such imprisonment and fine.

Liability of Corporate Officers

Sec. 18. (a) When construing and enforcing the provisions of this Act, the act, omission or failure of any officer, employee or agent acting for or employed by any person, within the scope of his employment or office, shall in every case be deemed to be the act, omission or failure of such person, as well as that of the officer, employee or agent.

(b) Whenever a corporation or association violates any of the provisions of this Act, such violation shall also be deemed to be a violation of the individual directors, officers or agents of such corporation or association who authorized, ordered or did any of the acts constituting, in whole or in part, such violation.

Injunction Proceedings

Sec. 19. (a) The repetitive introduction into interstate commerce of any adulterated or misbranded food* or the repetitive dissemination by radio broadcast or United States mail or in interstate commerce of false advertising of any food,* by any person, is hereby declared to be a public nuisance. In order to avoid multiplicity of criminal proceedings with respect to such person or libel for condemnation proceedings with respect to the food,* the District Courts of the United States are hereby vested with jurisdiction to restrain by injunction, temporary or permanent, any person from continuing any such nuisance. In such injunction proceedings it shall not be necessary to show on the part of such person an intent to continue such nuisance.

(b) Violation of any such injunction may be summarily tried and punished by the court as a contempt. Such contempt proceedings may be instituted by order of the court or by the filing of an information by the United States Attorney; and process of the court for the arrest of the violator may be served at any place in the

Whether you use Oil of Lemon

"Straight" or in Extracts

Be sure it's *Clarified!*

MADE WITH EXCHANGE
COLD PRESSED OIL OF LEMON MADE WITH ANOTHER BRAND
Unfiltered 5% (by Volume) Extracts of Oil of Lemon in 95% Alcohol
BOUGHT ON THE OPEN MARKET

IF you make alcoholic extracts, you will of course use Exchange Brand Clarified Oil of Lemon. Only thus do you get a clear, lemon-yellow solution—without delay, without filtration, without waste.

If you use Oil of Lemon "straight" there are equally good reasons for using only the Clarified product. For in clarifying, we remove insoluble substances from the oil and correspondingly improve

its desirable characteristics.

In flavor, in color, in aroma—Exchange Brand Oil of Lemon is unexcelled.

It is uniform in performance. Stable in your finished product.

Almost without exception, those who test this new Oil of Lemon standardize on it. And not alone because of the saving in cost. Try it in your own product, and let results give proof.

A 5% by volume solution of Exchange Oil of Lemon in alcohol conforms to the U. S. Government's definition for lemon extract.

Facts Important to YOU

1. Flavor that suggests a freshly-cut lemon
2. Finer Aroma
3. Deep natural Color "
4. Stable in your finished product
5. Uniform Performance
6. Lower Cost per unit of flavor

AND NOW...

7. CLARIFIED. No sediment. No cloud. No filtration. No waste.



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Exchange
OIL OF LEMON

Sold to the American market exclusively by
DODGE & OLcott COMPANY
180 Varick Street, New York City
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Distributors for
CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, Calif.

Corp., 1938, Products Department, California Fruit Growers Exchange

United States or subject to its jurisdiction.

Imports

SEC. 20. (a) The Secretary of the Treasury shall deliver to the Secretary of Agriculture upon his request, from time to time, samples of food* which are being imported or offered for import into the United States, giving notice thereof to the owner or consignee, who may appear before the Secretary of Agriculture and have the right to introduce testimony. If it appears from the examination of such samples or otherwise that (1) any false advertisement of such food* has been disseminated in the United States within three months prior to the date such article is offered for import, or (2) such article has been manufactured, processed or packed under unsanitary conditions, or (3) such article is adulterated or misbranded within the meaning of this Act, then such article shall be refused admission.

(b) The Secretary of the Treasury shall refuse delivery to the consignee and shall cause the destruction of any such article refused admission, unless such article is exported by the consignee within three months from the date of notice of such refusal, under such regulations as the Secretary of the Treasury may prescribe: *Provided*, that the Secretary of the Treasury may deliver to the consignee any such article pending examination and decision in the matter on execution of a bond as liquidated damages for the amount of the full invoice value thereof together with the duty thereon, and on refusal to return such article or any part thereof for any cause to the custody of the Secretary of the Treasury when demanded for the purpose of excluding it from the country or for any other purpose, said consignee shall forfeit the full amount of the bond as liquidated damages.

(c) All charges for storage, cartage and labor on any article which is refused admission or delivery shall be paid by the owner or consignee and in default of such payment shall constitute a lien against any future importations made by such owner or consignee.

Publicity

SEC. 21. The Secretary shall cause to be published periodically a report summarizing all judgments, decrees and orders which have been rendered, and all proceedings instituted and seizures made, including the nature of the charge and the disposition thereof. The Secretary

shall cause to be disseminated such information regarding any food* as he deems necessary in the interests of public health and for the protection of the consumer against fraud.

Voluntary Inspection Service

SEC. 22. The Secretary, upon application of any manufacturer or packer of any food* sold in interstate commerce, may at his discretion designate supervisory inspectors to examine and inspect all premises, equipment, methods, materials, containers and labels used by such applicant in the production of food.* If upon such examination the food* is found to conform to the requirements of this Act, the applicant may be authorized, in accordance with regulations prescribed by the Secretary, to mark the food* so as to indicate such conformity and such other facts relating to the identity or quality of the food* as the regulations may provide. Services to any applicant under this section shall be rendered only upon the payment of fees to be fixed by regulations of the Secretary in such amount as to cover the cost of the supervisory inspection and examination, together with the reasonable costs of administration (including costs of establishing under Sec. 11 additional definitions and standards for the purposes of this section) incurred by the Secretary in carrying out this section. Receipts from such fees shall be covered into the Treasury and shall be available to the Secretary for expenditures incurred in carrying out this section.

SEC. 23. (a) The Secretary of Agriculture is authorized to prescribe such regulations as he may deem necessary for the efficient enforcement of the functions vested in him by the provisions of this Act (other than the provisions of Sec. 20), including regulations with the force and effect of law as to notice and conduct of hearings by the Secretary. The Secretary of the Treasury and the Secretary of Agriculture shall jointly prescribe such regulations as they may deem necessary for the efficient enforcement of the provisions of Sec. 20. Regulations prescribed under this Act shall be promulgated in such manner and take effect at such time as the Secretary of Agriculture (and, in appropriate cases, the Secretary of the Treasury) shall determine.

(b) For the efficient administration of the provisions of this Act, the provisions, including penalties, of Secs. 9 and 10 of the Federal Trade Commission Act, ap-

proved Sept. 26, 1914 (U.S.C., title 49, Secs. 49 and 50), are made applicable to the jurisdiction, powers and duties of the Secretary under this Act and to any person subject to the provisions of this Act, whether or not a corporation.

(c) Hearings authorized or required by this Act shall be conducted by the Secretary or such officer or employee as he may designate for the purpose. The findings of fact by the Secretary shall be conclusive if in accordance with law.

Liability for Personal Injuries

SEC. 24. A right of action for damages shall accrue to any person for injury or death proximately caused by a violation of this Act.

Separability Clause

SEC. 25. If any provision of this Act is declared unconstitutional, or the applicability thereof to any person or circumstance is held invalid, the constitutionality of the remainder of the Act and the applicability thereof to other persons and circumstances shall not be affected thereby.

Effective Date and Repeals

SEC. 26. (a) This Act shall take effect six months after the date of approval. The Federal Food and Drugs Act of June 30, 1906, as amended (U.S.C., title 21, Secs. 1-15), shall remain in force until such effective date, and is hereby repealed effective upon such date: *Provided*, That upon the approval of this Act and before its effective date the Secretary is authorized to conduct hearings and to promulgate regulations, definitions and standards under the provisions hereof which shall become effective on or after the effective date of this Act, as the Secretary shall direct.

(b) The provisions of this Act shall not be held to modify or repeal but shall be held in addition to the provisions of the following Acts, as amended: The Tea Import Act, approved March 2, 1897 (U.S.C., title 21, Secs. 151-158); the United States Grain Standards Act, approved Aug. 11, 1916 (U.S.C., title 7, Secs. 70-87); the Insecticide Act, approved April 26, 1910 (U.S.C., title 7, Secs. 121-134); the Import Milk Act, approved Feb. 13, 1927 (U.S.C., title 21, Secs. 141-149); the Caustic Poison Act, approved March 4, 1927 (U.S.C., title 15, Secs. 401-411); the Virus, Serum, Toxin and Anti-Toxin Act, approved July 1, 1902 (U.S.C., title 42, Secs. 141-148).

Prominent Gum Men Form New Corporation

Announcement has been received that three former officials of the Goudey Gum Co. have formed a new company to be known as the National Chicle Co. The principals of this new corporation are Alvin S. Livingston, former Vice President and Sales Manager of Goudey; Walter E. Leary, former

President, and John McCormick, former Plant Superintendent. These men are all well-known to the trade for their long experience in the gum business and it is rumored that they intend to offer many new merchandising ideas.

The factory and headquarters of the National Chicle Co. will be at 814 Main St., Cambridge, Mass. Production is expected to begin by December 15th or shortly after.

Candy Clinic Review

(Continued from page 36)

was something different than the Toffee of today. Fresh cream and butter have been replaced with all kinds of cheap fats, milk powders and caramel paste.

Salted nuts have taken a great set-back, owing to their price. The same can be said of salted nuts as of chocolates that sell over \$1.00 the pound. The consumer simply could not afford to spend the money. Nothing is better eating than good salted nuts, and with the return of better retail prices, we shall see salted nuts at the "top" again.

Hard Candies, Cordial Cherries, Panned Goods

In the November Clinic, we had hard candies, cordial cherries and panned goods. Hard candies in jars are not as prominent as a few years ago. The manufacturers of hard candy that sold jars on consignment and at cheap prices soon found out that it was a losing game. There are, however, some very fine jars today. The candy is good, well made and packed properly, but at a price that shows a profit.

Cordial cherries are "good eating" if made right. This piece, like some others, has been abused. We find tasteless hard cherries covered with tough hard cream and no cordial. Of course, some of the coatings are also rank. There are a few good cordial cherries on the market but these are not sold at 29c the pound. Cordial cherries will bring a good price if made properly. Use a good cherry, large enough for your center; fondant should be made so it will remain in a soft, semi-cordial, and use a good flavor—either vanilla or cherry. Milk coating is the most popular on cherries, but be sure it is milk coating.

Pan work is slowly "going out." In the chain stores we find jelly beans, peanuts and some panned candies, but the high grade pan work is not found in many outlets. The retail man says there is no call for this type of candy. Some retail outlets have a few Jordon almonds. We find a few good packages of Jordon almonds which, no doubt, sell, but the balance of the pan work is used for novelties or color schemes on tables for parties, etc. Most of the old high grade pan houses have either gone out of business or find the road hard going. Cheap pan goods are popular with the kiddies. We find many attractive novelties and small packages that sell at one cent, two cents and five cents. . . .

I want to extend to all my readers and friends The Season's Greetings and a New Year that will show a profit.

Yours for Better Candy,

ERIC LEHMANN.

Buyers' Trio

A chain store candy buyer recently said, "We buy the *best quality* at the *lowest price* that will make the *most profit*." Note that he did not stress *price* alone. He KNOWS what makes PROFIT!

WHICH IS
YOUR MARKET
?

There will always be people looking for "price" candy. Too, there will always be the dependable, profitable customer who knows a good piece, expects to pay for it, and comes back for more.

Does your market lie in the latter class? If so, hold that market by using only the best VANILLA

BURNETT'S

always uniform in flavor. Three blends

FORT • MONOGRAM • DREADNAUGHT

• **Eye Appeal.** Burnett's Color Pastes give an "eye appeal" to your candies. They are uniform in strength, blend evenly, and help sell candy.



JOSEPH BURNETT COMPANY
437 D STREET, BOSTON, MASS.

Jacobs Holds Eastern Meetings

Olin M. Jacobs, managing director of the Industrial Recovery Division of the N. C. A., spoke on the industry's need of a code of trade practices at a series of meetings in Philadelphia, Boston, New York, Trenton and Cincinnati last month.

The Philadelphia meeting, held November 8, was attended by fifty manufacturers presided over by Frank Putt, of Brandle and Smith, who is acting as chairman of Zone 3 during the illness of the chairman, Arno E. Sander. Mr. Jacobs held informal conferences in New York and Trenton with manufacturing confectioners, jobbers, and others.

He was the principal speaker at two Boston meetings. The candy jobbers of Greater Boston met November 15. Mr. Jacobs discussed the manufacturers' code and the jobbers' code. He also congratulated the group on the rapid progress made in perfecting jobbers' organizations in New England. Twelve jobbers' associations have been organized in that territory. Manufacturers have cooperated in this organization work.

Mr. Jacobs addressed a group of Boston sales managers at a luncheon meeting November 13. J. H. Daugherty, sales manager of the Samoset Chocolates Co., presided. J. M. Gleason, vice-president of the N. C. A. and Harry R. Chapman, chairman for Zone 1, also spoke.

Representative manufacturers of Cincinnati and surrounding territory attended a meeting there November 17. Malcolm M. McDonnell presided.

Excise Tax Committee in Action

Efforts to have the 2 per cent levy on confectionery manufacturers removed when the new tax bill is passed were started the first week in December, when the N. C. A. Excise Tax Committee met in Washington.

Headed by Chairman Walter Belcher of Lowney Division of the Daggett Chocolate Co., Boston, the committee conferred with Parker Jones, general attorney for the Association.

A brief was compiled to be filed with the House Ways and Means sub-committee. Arrangements were also made for an appearance of the N. C. A. representatives before this committee at its hearings, expected to start this month. No schedule was set.

The draft of the new tax bill was about completed early in December and was soon to be reported to the full committee.

Besides Mr. Belcher, members of the newly appointed Excise Tax Committee are:

William F. Heide, Henry Heide, Inc., New York; A. M. Kelly, Wallace & Co., Brooklyn; W. E. Brock, Brock Candy Co., Chattanooga; Brooks Morgan, Block Candy Co., Atlanta; Dudley Roberts, Imperial Candy Co., Seattle; George T. Peckham, National Candy Co., St. Louis, and John Voneiff, Voneiff-Drayer Co., Baltimore.

Some of the above were members of the original committee that waged the memorable fight which resulted in reducing the proposed 5 per cent tax to the present figure. They will show how the levies have been largely taken out of the manufacturers' capital, thus injuring the industry.

N. C. A. Receives Suggestions on Labor Schedule from N. R. A.

Tentative schedules on hours and wages for the candy industry have been suggested by N. R. A. to a committee of the Industrial Recovery Board of the National Confectioners' Association in Washington this month. These may take the place of the substitute provisions granted under the President's Blanket Code, when they are definitely adopted.

Candy factory employees will work under a maximum 40-hour week schedule, with a maximum of 8 hours in any 24-hour period. Exceptions to the rule are employees in managerial or supervisory capacities, earning \$35 per week or more. Watchmen are allowed to work 56 hours in any one week or 84 hours in any two-week period. Outside delivery men have a maximum of 48 hours per week.

Peak season exceptions are these: During 12 weeks of a peak season in a period of 6 months, or 18 weeks of a peak season in any one year, candy factory employees may work 44 hours a week—with 9 hours as the maximum permitted in any 24-hour period. Workers, however, may also work an additional 4 hours to every 24 hours during the peak seasons stated above. For this extra time their wages must be increased to the rate of one and one-third regular wages.

Clerical help is limited to 40 hours per week, and not more than 8 hours in any 24-hour period. One day exception is granted, however—9 hours in one day during one week.

The wage schedule is divided into three classes:

1. In cities of 500,000 or more and the trading areas thereof, male help shall be paid at the rate of 45 cents an hour and female help 35 cents an hour.

2. In cities and towns of 100,000 to 500,000 and the trading areas thereof, male help shall be paid 37½ cents per hour and female help at 32½ cents per hour.

3. In cities and towns of less than 100,000 and the trading areas thereof, male help shall be paid at the rate of 35 cents an hour and female help at 30 cents an hour.

Clerical workers shall be paid \$16 per week. Office boys and messengers shall be paid \$14 per week. Not more than five per cent of an office force shall consist of office boys and messengers.

No differential is permitted to the South or any other section of the country. The N. R. A. maintains that the differential based on population would aid the South or any other territory seeking territorial differentials.

Give Consumers Candy at Christmas

Apples as an annual "thank you" to customers have been used effectively in recent years. One retailer arranges to have two dozen perfect apples sent to customer's homes at Christmas time.

A profitable business has been worked up by a girl living in the New York State fruit belt who ships these boxed apples to customers of a score of concerns in New York, Chicago, Buffalo, Rochester and many other centers. A fixed charge per box is made for first class apples, plus postage. Why not try it with candy?



Brush Away the Cobwebs ---

Flavors, formulas and manufacturing methods of yesteryear, so satisfactory then, are ill suited to the needs of today.

Science, ever studying and improving upon past performances, can point out a modern day procedure in selecting flavoring materials, which could easily reflect to the advantage of your products competitively.

Our laboratory research staff, with its trained personnel, is ever on the alert for data that will assist in producing the best flavors possible. The success of their efforts is amply demonstrated by our steadily growing list of regular customers for MM&R Concentrated Flavors and Essential Oils.

M M & R HONOR ROLL PRODUCTS, 1933

Mohawk Oil Pepper-

Two exceptional grades for high grade confections.



Maple Concrete Flavor MM&R—
For Extracts and Specialties.



Root Beer Flavor "C" MM&R—
For confections and specialties.



Vanilla "g" Fold MM&R—



MM&R Terpeneless Oil Lemon—



Mohawk Soluble Coffee Extract—
For all purposes.



Pineapco MM&R—
For hard candies and gum drops.



Magnus, Mabee & Reynard, Inc.

Essential Oils and Flavoring Materials

32 CLIFF STREET . . . NEW YORK CITY
444 W. GRAND AVENUE . . CHICAGO, ILL.



Mr. Chocolate Buyer says:

"These chocolate coatings are for confectioners who are extra particular . . ."

If you are extra particular about the flavor, the smoothness and uniformly fine appearance of your covered pieces, you will find in Hooton's Chocolate Coatings the answer to your requirements. For they are, above all, quality chocolate coatings created for the express purpose of affording you greater sales and profit opportunity. To the manufacturer who wants to sell more of his covered pieces, more often, they appeal greatly. Samples? Certainly. Immediately your request is received.



Hooton CHOCOLATE CO. NEWARK, NEW JERSEY.

525 WEST ROOSEVELT ROAD, CHICAGO



**Clear the way
for 1934**

**and a New Year
of Greater Sales**

Offer your trade a new sensation
of quality and individuality in
candy—Candies That Stay Fresh.

NULOMOLINE

Nulomoline in all your formulas is the answer. It provides the necessary balance that insures better quality—candies that look better, taste better and keep better. Nulomoline is used the world over—acting unfailingly as a protective force in candy formulas. There is No Substitute for Quality—**USE NULOMOLINE.** Write us for formulas and suggestions.

THE NULOMOLINE COMPANY

109-111 WALL STREET

NEW YORK

Western Office: 333 No. Michigan Ave., Chicago, Ill.



The Candy Clinic

(Continued from page 34)

Code 10hh 33

Taffy—2 oz.—5c

(Purchased at a drug store, Springfield, Ill.)

Appearance of Package: Good. Taffy is cut in squares, put on a piece of wax board, folded and wrapped in printed foil. Makes an attractive and large looking package.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The packing of this taffy is neat and something different for a 5c package.

Comment: This is a good eating taffy. Package was different and of good size. We find a number of taffy pieces that are tough and tasteless. A good taffy either in pieces or bar is always a good seller.

Code 11g 33

**Cordial Cherries—1½ oz.—
3 for 10c**

(Purchased in a cigar store, New York City)

Three cherries cupped in open end tray, printed transparent cellulose wrapper.

Appearance of Package: Good.

Coating: Dark; good.

Center—

Fondant: Good.

Cherry: Good.

Flavor: Good.

Remarks: This is one of the best 5c cherry packages examined by the Clinic this year.

Comment: While this package is a small one, it is the best cordial cherry. Any number of cherries are called cordial but do not contain any cordial, but fondant. Some cherries are hard and tough. These cherries were good eating and had a good flavor.

Code 11r 33

**Chocolate Panned Raisins and
Nuts—29c the pound**

(Purchased in a department store, New York City)

Sold in bulk.

Coating: Good.

Raisins: Good.

Nuts: Good.

Taste: Good.

Panning: Good.

Remarks: Raisins and nuts were good eating and are cheaply priced at 29c the pound.

Comment: These chocolate panned nuts were picked out as the best because they were very well panned, had a very good finish and color. A number of Jordon almonds were examined and one or two were worthy of mention. This type of candy is not very popular.

Code 11mm 33

Peppermint Cuts—3 oz.—25c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Jar: Good. This jar is a drinking glass. Glass had a tear-off cap. Black and gold seal.

Color: Good.

Stripes: Good.

Gloss: Good.

Flavor: Could be stronger.

Remarks: Jar was not packed tight enough; needs a little wax padding. The idea of the glass is good. Glass was clear and better than most candy jars.

Comment: This jar or glass was different. While jar needed some padding, the candy was in good condition. This jar could be used as a water glass when empty. The glass was tall and not like a thick water glass.



Throughout these many years we have been inspired and encouraged in our accomplishments by the generous patronage of those affiliated with the Confectionery Industry ... We are warmly grateful for this support and welcome the opportunity afforded us at this season to express a wish for the realization of those better, brighter days toward which the Industry now seems to be headed.

NATIONAL EQUIPMENT COMPANY
SPRINGFIELD · · · · · MASSACHUSETTS

CLINTON CORN SYRUP
CORN STARCHES
CORN SUGAR Refined

*We extend to our many friends
THE SEASON'S GREETINGS
and our sincere hope that the coming year may
present fewer troubles and problems
than have confronted us all,
during the past few years.*

Manufactured By

CLINTON COMPANY
CLINTON, IOWA

Burger Attends Michigan Meetings

Max F. Burger, Assistant Managing Director of the Industrial Recovery Division, attended meetings of jobbers in Grand Rapids and Detroit, November 10 and 13, extending N. C. A. cooperation toward solving wholesaler problems.

Mr. Burger spoke at two meetings at the Grand Rapids Chamber of Commerce. An afternoon meeting of manufacturers was presided over by J. W. Putnam, manager of the Putnam factory, National Candy Co., Inc., Grand Rapids, and a very active member of the Regional Executive Committee for Zone 4.

The Western Michigan Candy Jobbers' Association sponsored an evening meeting, its president, Marous Brooks, presiding. Both groups discussed questions of procedure under the President's Agreement, pending the approval of codes for manufacturers and jobbers.

The Detroit meeting was attended by approximately 50 members of the Southeastern Michigan Wholesale Confectioners' Association, with their president, Vene G. Perry, presiding.

Mr. Burger discussed various aspects of the proposed jobbers' code. He expressed approval of the proposed code in general, but suggested several revisions or additions. Provision for a system of uniform cost principles was one of these.

Mr. Burger congratulated the Southeastern Michigan Wholesale Confectioners' Association on its rapid and substantial progress in bettering conditions in the Detroit territory.

J. Starkstein is vice-president of the organization and

Budd J. Mendel is secretary and treasurer. The directors are: Chas. F. Becker, Joel Levy, J. L. Marcero, Jr., Archie La Pointe, Joe Bianca and V. N. Nalbandian.

Corn Tax Stays at 5 Cents

The corn processing tax of 20 cents per bushel, which was to go into effect December 1 on processed corn products, has been revoked. The tax will remain at 5 cents per bushel, the amount imposed on November 5, 1933.

Due to misinformation, an error occurred in our statement on the processing tax in the November issue of this publication. It was stated that the proposed tax of 28 cents per bushel to take effect on November 5 was postponed until December 1, because of protests registered at the Washington hearings. Instead, the tax was reduced to 5 cents starting on the original date, with an advance of 20 cents planned to start on December 1. This increase has been withdrawn, according to reports through the N. C. A. Headquarters.

William F. Heide represented the industry at the hearing.

As to the proposed compensating tax on sugar, the N. C. A. reports word from their Attorney Parker Jones early in December that, "an announcement by the Secretary is expected during the week, but at this writing there has been no decision whether this tax will be imposed, and if imposed, what the rate of tax will be."

TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

FREU-DEZ, powdered pudding desserts so prepared as to be ready for cooking with milk to be subsequently chilled and served. Use claimed since

May 1, 1933, by Real Fruit Foods, New York, N. Y.

TWINK, instant icing. Use claimed since May 20, 1933, by Twink Products Corp., Milwaukee, Wis.

SOME BOY, chewing gum. Use claimed since Sept. 16, 1933, by The Goudey Gum Co., Boston, Mass.

GOOD HUMOR, chocolate, chocolate coatings, and other chocolate and chocolate coatings for ice cream and other confections. Use claimed since December, 1921, by Good Humor Corp. of America, Brooklyn, N. Y.

VITANA, banana and plantain products and other products containing the same sold as food and confections in the form of chips or flakes consisting of the unripened fruit cooked in hot grease or in ovens. Use claimed since Nov. 15, 1932, by The Vitana Company, Portland, Ore.

DONEDO, prepared doughnut compound. Use claimed since 1911 by the C. M. Pitt & Sons Co., Baltimore, Md.

COLD SHOT, ice cream bar. Use claimed since July 9, 1932, by North American Creameries, Inc., Paynesville, Minn.

LACTONUT, specially prepared food product consisting principally of

an admixture of powdered milk and peanut paste. Use claimed since Aug. 7, 1933, by Nestle's Milk Products, Inc., New York, N. Y.

VAN VEEN, cocoa in powdered, cake or lump form, and chocolate in powdered, cake or lump form containing cocoa, skim milk and cane sugar. Use claimed since July 1, 1932, by Andrew N. Alexander, doing business as A. Alexander, New York.

DIXIE CREAM, doughnuts and doughnut flour. Use claimed since September, 1929, by Elmer A. Hubbs, doing business as Dixie Cream Donut Company, Dallas, Tex.

OAK GROVE, ice cream, milk, sweet cream, ice cream mix, and chocolate flavored milk. Use claimed since February, 1927, by Schlosser Brothers, Frankfort, Ind.

ESKO-MIX, prepared flour for muffins, waffles, cake and baked fruit desserts. Use claimed since March 18, 1933, by Eskimo Pie Corporation, New York.

NOBILITY, candy. Use claimed since July 12, 1918, by Samoset Chocolates Incorporated, Boston, Mass.

A rhomboid in circle, frozen eggs, frozen egg whites and frozen egg yolks. Use claimed since January 31, 1933, by Standard Brands Incorporated, New York, N. Y.

Salesmen's Slants

(Continued from page 39)

and Juliet. This jobber comes out on his back porch, which is enclosed and is ten feet from the ground. You then open your case and pass him the trays by standing on tip-toes. This is called by the Chicago boys the balcony scene from Bachorzh! The children on their way to school in the snow get quite a chuckle out of this display of candy selling. . . .

Don't you think the candy industry, like most big key industries, should have a theme song? Take most radio programmes on the air today, they all have a song to fit their particular item—so why not the candy boys? Here is a starter: "Who's Afraid of the Great Big Bar?" If you think of a better one, send it on and I'll have it in the next issue. We will give you honorable mention—

Within the next few weeks a large Chicago candy factory, noted for quality goods, will offer the trade a transparent wrapped bar which will weigh LESS than 1 ounce, and retail for 5 cents. The best of it all is that this midget bar will sell! Because it's good candy. While in their plant I ate 2 bars and could have gotten away with more, but I was ashamed to ask for another one—

The handwriting is on the wall, ceiling and floor for a trend to the smaller quality pieces.

What has happened to all the candy radio programmes and magazine advertising that were running 2 or 3 years ago? You know, I know, they know—NO PROFIT. When we all learn to do business as it should be done—then the candy makers will again take their place in the advertising field with the automobile, tooth paste, and chewing gum manufacturers.

Do you know that in Chicago one candy plant operates under 13 different names? What an unlucky number—

At a meeting of the convention committee of the Western Salesmen's Assn. in the Medinah Club the other evening, Art Wagner, who peddles in the big burg for the Charms Co., of Newark, N. J., was telling me that the painting on the wall was mighty homely. Art forgot he was standing in front of a long door mirror!

The candy crowd were among the first to sign the N.R.A., and I see by the daily sheets that a big manufacturing retail chain was ordered to take the bird down from the flag pole and off all their store windows. This outfit is operating in New York. What an insult to the rest of the regular fellows who try and go all the way to help Uncle Sam make things sweeter and happier—

Joe Kenworth, of Mason's Peaks, was telling me the other day that he did not have on his route one customer who did not discount; some in ten days, some in 30 days, some in 60 days, and others in 90 days, but they all took the discount! That's the candy business . . .

Here's my prediction which will be a FACT by the time this gets in print—I KNOW that the Annual Manufacturers' Luncheon, December 13, opening the Western Confectionery Salesman's Assn. Convention at the Medinah Club, Chicago, was a GENUINE SUCCESS!

OUR REPUTATION



Against A Few of Your Dollars!



Forty-eight years of quality manufacturing and honest dealing stand back of the claims we make for ISOLATE citrus flavors.

With ISOLATES you can flavor your candies better and with real economy. Because ISOLATES are natural flavors, entirely free from adulteration of any kind, they will impart the full natural deliciousness of true fruit flavor to candies of all kinds, and especially cream centers. The objectionable terpenes, with their characteristic "pine knot" taste are absent in ISOLATES, yet no terpeneless oils are used. You'll find ISOLATES thoroughly practical, easy to use, highly concentrated, and therefore very economical. Flavor results are uniform.

We stake our reputation against a few of your dollars that you will find ISOLATES superior on many counts. A trial order will convince you.



FOOTE & JENKS
INCORPORATED
Flavor Specialists
JACKSON MICHIGAN U. S. A.

**You'll Never Know How
Good Isolates Are Until
You Try Them!**

ISOLATE
LEMON-ORANGE-LIMES
and Twelve Other ISOLATES

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**CERTIFIED
FOOD COLORS**

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**COMPLETE
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CHARLOTTE
CHATTANOOGA
TORONTO
BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS

WITH THE ASSOCIATED INDUSTRIES

(Continued from page 42)

and General Manager of Consolidated Packaging Machinery Corp., Buffalo, N. Y.; Roger L. Putnam, President of Packaging Machinery Company, Springfield, Mass.; H. K. Becker, Vice President and General Manager of Peters Machinery Company, Chicago, Ill.

For two years: A. G. Hatch, General Manager, M. D. Knowlton Company, Rochester, N. Y.; G. Prescott Fuller of Dexter Folder Company, New York City; Morehead Patterson, Vice President of American Machinery & Foundry Company, New York City.

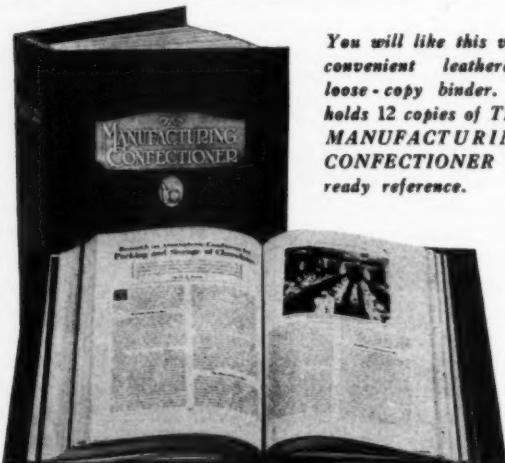
For one year: F. B. Redington, President of F. B. Redington Company, Chicago, Ill.; R. T. Bacher, President of McDonald Engineering Corporation, Brooklyn, N. Y.; C. E. Schaeffer, Sales Manager of Stokes & Smith Company, Philadelphia, Penn.

An Aid to the Hand Wrapper

A new machine takes Cellophane, Sylphrap, or other wrapping material from a roll, cuts it to the required length, applies the glue automatically, and delivers the prepared sheets one at a time to the hand wrapping operator.

The machine is a bench model, motor driven, dimensions twenty by twenty by fourteen inches.

From the description above it will be seen that the machine is not a wrapping machine but merely an aid to hand wrapping. It is instantly adjustable to cut lengths varying from one to twenty-one inches. It can be used in wrapping bottles, jars, tubes, paper cups, sheets, candy pieces, toothbrushes, combs or any irregular shaped objects and also for making tubes and bags.



You will like this very convenient leatherette loose-copy binder. It holds 12 copies of THE MANUFACTURING CONFECTIONER for ready reference.

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**THE MANUFACTURING CONFECTIONER
PUBLISHING COMPANY**

1143 The Merchandise Mart

Chicago

Briefs

The National Recovery Administration has announced the appointment of Wm. H. Berg, president of Health Products Corporation of Newark, N. J., as industrial adviser for the Chewing Gum Manufacturing Industry.

* * *

The Third International Heating and Ventilating Exposition is to be held in Grand Central Palace, New York, February 5th to 9th, 1934.

* * *

William F. Robertson, formerly with Park & Tilford, has joined Daggett Chocolate Company of Cambridge, Mass., as chemist.

* * *

Chewing Gum Industry Code hearing was held December 4 in Washington. The code was presented by the National Association of Chewing Gum Manufacturers. The average week is 40 hours over 6 months, 48 hour maximum. Male wages, 40 cents per hour and female wages 35 cents in cities of over 500,000.

* * *

The N. R. A. has restored the Blue Eagle to Loft, Inc., candy manufacturers and operators of a chain of candy stores and restaurants in the East. V. O. Robertson, vice-president of Lofts, promised to fulfill all requirements of the President's Code. The Blue Eagle had been taken from Loft's Washington shops. Complaint was also made against their 150 New York stores, employing 4,000 persons. This was the first time the N. R. A. "cracked down" on a large employer. Investigators showed that waitress received only 14½ cents an hour instead of the 27 cents minimum prescribed for the restaurant industry. The case will not be definitely dropped until the question of back pay on the difference between the low wages and the required rate has been settled.

* * *

The Biltmore and Commodore hotels in New York have opened a "Candy Bar" to face their new "Cocktail Rooms." Tardy husbands, rushing from the "Cocktail Room" to trains for suburban points, will have the opportunity of taking home sweet pacifiers for the feminine members of the family whose dinner may have been delayed by the late arrival of the head of the house.

* * *

Santa Claus bringing chocolates is nothing new, but little copper buckets, filled with candy made to look like ice surrounding a champagne bottle brimful of sweets are being produced for the first time by the Robert A. Johnston Co.—to coincide with the repeal of prohibition. The firm is busier this year than last.

* * *

Toledo Scale announces the Figured Type Print-weigh, which automatically prints a record of weight on a tape or a ticket or both. Useful in stock control and manufacturing operations where a positive record is needed.

* * *

New officers of Chicago Candy Club, composed of manufacturers' salesmen, were chosen at the club's an-

THE NEW AND IMPROVED **BURMAK** BATCH ROLLER BELT

CUTS DOWN
OVERHEAD



DOUBLE EDGE
DOUBLE WEAR

Where the wear occurs the edges are reinforced with double thickness of fabric and extra stitching. Specially woven to give greater tensile strength. These two features double the life of this new belt, yet they cost no more than the ordinary type.

BURRELL BELTING COMPANY
413 S. HERMITAGE AVENUE - - - - - CHICAGO

SUCKER

NRA

End your quest for the
RIGHT stick . . . Banish
your worries about the
RIGHT price. Just
order from

IMPERIAL WOOD STICK CO.
411 Graybar Building
New York City

STICKS

SUPER-SWEET SEMI-SWEET TASTES *have* CHANGED

THREE are innumerable evidences that people no longer enjoy the satiatingly sweet candies of former years. Marketing experts will tell you that the demand today is for better balanced confections, of diminished sweetness. The super-sweets are going out. The semi-sweets are coming in.

Adjust the sweetness of your formulas to meet the present day change in taste in the most simple and direct manner with

CERELOSE

THE SUGAR THAT IS "NOT TOO SWEET"



For detailed information, write to

CORN PRODUCTS REFINING COMPANY

17 BATTERY PLACE ~ NEW YORK CITY

nual election December 4. They are: President—Ben P. Lindberg, Williamson Candy Co.; Vice-Pres.—Jack Oppenheimer, American Chicle Co.; Secy.-Treas.—Joe Kenworth, Mason, Au & Magenheimer Conf. Mfg. Co.; Chairman Entertainment Committee—John T. Poole, Geo. Ziegler Co.

* * *

Dr. Wm. E. Gorton, founder of the Gorton Chocolate Co., confectionery and chocolate manufacturer of Corning, N. Y., died on December 4. He was in his 80th year. Dr. Gorton had been first mayor of Corning and was prominent in civic affairs. In recent years management of the company was in the hands of his son, William E. Gorton, Jr., president. Besides his son, Gorton is survived by his widow and two daughters: Mrs. F. B. Payne, San Diego, Calif., and Mrs. D. O. Thomas, Delmar, N. Y.

Chicago Candy Council Stag Held

Approximately 550 members of all branches of the candy industry attended the first big meeting sponsored by the newly formed Chicago Candy Council at the Medinah Club, November 15. It was a stag dinner, heralded as the biggest forward step taken thus far in developing cooperation among the manufacturers and the many types of distributors in the Chicago area.

Mr. Paul Kunning, Secretary Chicago Recovery Council, spoke on the N. R. A. with reference to its success and its application to the problems confronting groups in the candy business. He was introduced by Lewis A. Dumond, manager Industrial Department, Chicago Association of Commerce, after a brief address.

Mr. R. I. Tabb, president of the Corporation Control Institute, was principal speaker of the evening. He talked on management and its relation to problems in the candy business. He sketched briefly functions of the various groups, from the manufacturers to the consumer.

Sidney Z. Hoffman, Council member and Chicago sales manager of Luden's, Inc., was chairman of the evening. He outlined the purposes for which the Candy Council was organized.

A floor show was staged by Bob Robinson, Radio Keith Orpheum star, accompanied by a parade of talent unsurpassed by the better supper clubs.

The associations and their members on the Chicago Candy Council are as follows:

Chicago Candy Association—H. C. Godfrey, City Sales Manager, Bunte Brothers; A. F. Dirksen, Secretary, Chicago Candy Association.

Chicago Candy Club—Sidney Z. Hoffman, Chicago Sales Manager, Luden's, Inc.; John T. Poole, Chicago Sales Manager, George Ziegler Co.

Chicago Wholesale Confectioners—M. J. Cohn, President, Em-Jay Candy Co.; Charles Wagner, President, Edw. C. Wagner & Sons.

Jobbing Confectioners' Association—George R. Cass, President; Alex. J. Brown, Vice President.

Chicago Tobacco Jobbers' Association—Sam Cassel, President of Sam Cassel Tobacco Co.; Albert Pines, President of J. Pines Tobacco Co.

It is principally through this council that the manufacturers are working on improving distribution conditions in Chicago territory. The council was first sponsored by the local Jobbing Confectioners' Assn.

SEAL CARDS

A Brand New Line More color and more Flash

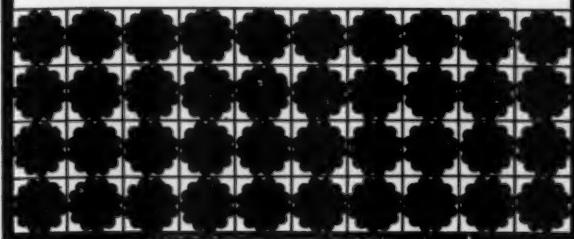
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CHAS. A. BREWER & SONS

The Largest Board and Card House in the World

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"Acme" Starch Trays



When ready for more Starch Trays, call or write us for prices.

All trays made from kiln dried basswood and surfaced to a smooth finish.

Quality and service at minimum price

Rathborne, Hair & Ridgway Co.

2138 South Loomis St.

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IDEAL

WRAPPING MACHINES



Those candy manufacturers who have added IDEAL Wrapping Machines to their plant's equipment know what it really means to enjoy the efficiency and economy of operation of smoothly running, faultless machines.

IDEALS come in two models: the Senior Model, which wraps 160 pieces per minute, and the Special Model handling 240 pieces per minute. These machines will take care of all ordinary and some extraordinary requirements. They are suitable for either the large or the small manufacturer.

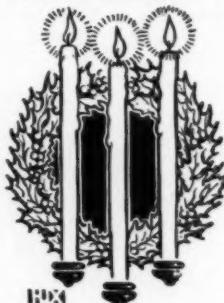
Every IDEAL Machine carries the unqualified guarantee that it is mechanically perfect.

A request for further details will obligate you in no way.

IDEAL WRAPPING MACHINE CO.

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Middletown, N. Y., U. S. A.



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Purified invertase of standardized activity

START THE NEW YEAR

KNOWING!

that your creams will always be just the right texture to make them delightful in eating quality.

When you use Convertit you eliminate guess work—leave nothing to chance and you know that your creams will be right. Our Service Department will be glad to show you how easily you can be in the Knowing. Write us freely on any candy making problems.

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MACHINERY FOR SALE.

REBUILT MACHINES AT SURPRISINGLY LOW PRICES. Buy now before prices advance. We have secured an excellent and complete stock of candy and chocolate machinery, from recent liquidations, such as Park and Tilford, E. Greenfield Sons, Walter M. Lowney Company, Badger Candy Company and F. B. Washburn Candy Mfg. Co. We have not as yet advanced prices, but our prices will have to go up with increased costs of doing business under present conditions. Write or wire collect today, for prices and information on any machine which you may need to install, to bring your plant up to top-notch efficiency. See our advertisement on pages 12-13, for partial list of machines on hand. Do not delay. Prices will never be lower and they are positively going higher. Depend on Union Service, Reliability and Value. Union Confectionery Machinery Co., Inc., 318 Lafayette Street, New York, N. Y.

PLASTIC CHAINS FOR GAEBEL
machine used about six months, in first class condition, cheap. Address D-4443, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

FOR SALE — REBUILT AND guaranteed by us: Werner single and double action chocolate kettles. Werner Peerless syrup coolers. Werner and Springfield depositors. Springfield power starch printer. Werner and Racine cream beaters. Werner cream breakers. Werner semi-automatic hard candy machines. International chocolate dipping tables, 110 Vt., 120 Vt. Burkhardt copper cooking kettles. Nougat and caramel kettles, etc. John Werner & Sons, Inc., 713-729 Lake Ave., Re-Built Division, Rochester, New York.

FOR SALE: TWO 24-INCH EN- robers with coolers and packers. Low price to move quickly. Address M-12336, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

MACHINERY FOR SALE

GUARANTEED REBUILT equipment available for immediate shipment: Hildreth double arm pulling machine with A.C. Motor; 4' and 5' Ball cream beaters, belt drive and motor drive; Cut Roll Cream Center Maker; 150 lb. to 1200 lb. chocolate meltters, belt and motor drive; 16" enrober with cooling tunnel; automatic feeder, bottomers and stringer; complete Springfield wood mogul; 35 gal. Savage double action tilting caramel mixer; $\frac{3}{8}$ " and 1" Ideal caramel wrappers; Model K kiss wrapper; Century heavy duty mixer, four-speed 80-quart, motor drive; 150 and 200 lb. Savage marshmallow beaters; Simplex gas vacuum cooker. Also many other machines. Write or wire for lowest prices. SAVAGE BROS. CO., 2638 Gladys Ave., Chicago, Ill.

FOR SALE: ONE 16-INCH EN- rober, Mills reversible caramel sizer, Leonard date pitter, chocolate mixers, time clock, starch trays and dollies, dipping tables, crystal cooker, drop rolls, hand cutters, worm cream beater, etc. Nevin Candy Co., 1647 Blake St., Denver, Colo.

MACHINERY FOR SALE—1 16" Enrober (National); 1 300-lb. Chocolate Kettle (National); 1 Depositor for Stars and Buds; 1 Coco Bean Cracker and Tanner (National); 1 Copper Revolving Sanding Pan; 6,000 Starch Boards. King Candy Co., St. Louis, Mo.

FOR SALE—CHEAP—TWO 16-IN. Enrobers with automatic feeders, bottomers and strokers. Will sell with or without attachments. Address C-3308, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

FOR SALE—12-INCH UNIVERSAL Coater, Bottomer, 35-ft. Cooling Tunnel. All electric, like new, excellent work. Three 100-lb. Mills Chocolate Melting Kettles with motor, Vulcan Gas Stove. Barbara Fritchie Chocolate Shoppe, Frederick, Md.

MACHINERY FOR SALE

FOR SALE: ONE GABLE CONTINUOUS AUTOMATIC PLASTIC MACHINE with Batch Roller, steam heated Sizer and conveyor, also five chains; also National Equipment Co. Continuous Cooker, complete with two melting kettles. Address M-12335, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

MACHINERY FOR SALE—BOILER. 1 h.p. Bartlett & Haywood, gas fired, 100 lbs. pressure. Address: T-6564, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

MACHINERY WANTED

WANTED TO BUY—ONE MINT LOZENGE MACHINE complete with 4 X Dies and Cleaner. Address M-12331, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED: A PUNCHING MACHINE that will take care of 100 cards at a time. Address M-12337, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED—1 250-LB. CAPACITY Simplex vacuum cooker, complete with pump, or a similar kettle of some other make. State condition, age and lowest price. Griffin Grocery Co., Muskogee, Okla.

WANTED—MOTOR OR CHAIN DRIVE CREAM BEATER, 3 or 4 feet. Small hand roll machine (Friend). State age, condition and lowest price. May's Candies, 227 Tremont St., North Tonawanda, N. Y.

WANTED: FOUR FOOT BALL BEATER, direct connected, 220 Volt, three phase. Must be in good condition. Address J-1033, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

MACHINERY WANTED

WANTED TO BUY—USED TOFFEE WRAPPING MACHINE which will wrap in both foil and wax or cellophane. Chase Candy Co., St. Joseph, Mo.

WANTED TO BUY—ONE SUCKER MACHINE and Simplex steam vacuum cooker. Armstrong Candy Manufacturing Company, Martel, Tennessee.

POSITION WANTED

ALL AROUND MECHANIC wishes to make a change. I am a licensed engineer. Understand refrigeration. Seventeen years of practical experience in candy manufacturing. Capable of handling men. Am 35 years old. Can give references. Address M-12332, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED: PRACTICAL all around candy maker, American, 41, married, sober. Exceptionally qualified on general line fine retail candies, chocolates, bon bons, counter goods, etc. All plain and fancy ice creams, fountain syrups. Available Jan. 1st, as candy maker, foreman, assistant superintendent. Will go anywhere on permanent year around basis. Prefer favorable candy climate. For details, address M-12338, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED — SITUATION BY high-class all around candy maker. Experienced on general line of candies, including fine hand rolls, cast creams, bon bons, nougats, jellies, fudges, caramels, brittles, gloss hard candy, holiday goods, salted nuts, etc. Have many clever ideas on week-end specials in box and counter goods. Can make complete line of fountain syrups and fancy ice cream. Capable of taking complete charge and handle help. American, 40, sober. My services have been with the most successful concerns in the line. Address: L-2037, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED

ENROBER OPERATOR: A CONNOISSEUR, efficient, dependable, having a thorough understanding in the handling of chocolate with ideas that are outstanding in the field of enrober work. Address M-12339, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

EXPERIENCED PRACTICAL candy maker with 25 years' experience in the wholesale candy business wants position either as superintendent or sales demonstrator, calling on manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confections and have formulas for a complete line of 5 and 10c bar goods. Services available at once. Address: I-9336 % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SUPERINTENDENT DESIRES position any size plant, take charge of manufacturing, handle help, figure costs; 20 years' experience in general line factory. Age 48, married. Can originate new goods, familiar with all candy machinery, boiler room and starch drying equipment. Available at any time. Address: G-7332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED—I WOULD like to get in touch with a candy manufacturer who needs a good, capable, all-around candy maker. I have made hard goods, coconut and peanut work, fudge, caramels, nougat, hand rolled and cast chocolate creams, marshmallows, etc. Can also operate enrobers. Have had considerable experience as foreman and can figure costs. Twenty-two years' experience, 40 years of age. Address: L-2034, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED

POSITION WANTED—FIRST CLASS CREAM MAN and working foreman wants position with a good reliable firm. Have had 18 years' experience on creams, hand rolls, gums, marshmallows, caramels, nougats, etc. Familiar with latest methods and machinery. Can handle help and turn out production. A-1 reference and will go anywhere. Address: L-2033, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

EXPERT PAN MAN WISHES TO make change. 23 years of experience in pan line, steam and cold grossing work. Also specializes in the chocolate pan work grossing and finishing. Address: G-7331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

QUALIFIED SUGAR CHEMIST and Food Technologist with broad knowledge of confections, seeks position as control chemist, research chemist or assistant superintendent in an organization where an expert knowledge of sugars and related confectioners' raw materials is required. F-6333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

ALL AROUND CANDY MAKER desires position at once, wholesale or retail. Address E-5332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SUPERINTENDENT DESIRES position with progressive candy manufacturer. I am a practical candy maker with years of experience; understand modern candy machinery; executive ability, capable of handling help and run factory effectively and efficiently; 20 years' experience in quantity and quality production of general lines. Address H-8334, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE



POSITIONS WANTED

EXPERIENCED CANDY MAN—
Fine package and bulk goods. Also full line of pan work. Fine reference. Reliable. Address H-8336, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED

WANTED: TECHNICALLY
trained man, chemistry essential for position on sales staff of international organization. Will be required to travel continually southern territory. Reply giving age, education, religion, married or single, salary requirements, commercial and sales experience. Do not answer unless you have had actual selling experience. Prefer man having confectionery, jam and jelly training. Send photograph if convenient. Write Box D-84, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED—SUPERINTENDENT for general line candy factory. Must have working knowledge of candy, cost methods and production. Give age, salary expected, references, and complete experience, including present connection. Write fully, as all replies treated strictly confidential. Address: L-2032, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED

WANTED: ENROBER MAN
capable take complete charge of Enrobing Department. Middlewest factory. Give dates where employed past years. Address M-12333, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED—A GOOD
cream and gum man by a Middle West firm. State experience, age and give references as to past connections. Address: G-7333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED—A GOOD
cream and marshmallow man by an Eastern firm. State references and give age and experience. H-8333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SALES REPRESENTATIVES

WE HAVE AN OPENING FOR
an alert, capable sales manager. We are located in a large Eastern city. All correspondence will be held strictly confidential. Address M-12334, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

SALES REPRESENTATIVES

CONFECTIONERY SALESMAN
wishes contact with candy manufacturers to sell candy bars and specialties to jobbers on commission basis. Address: F-6331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

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MISCELLANEOUS

EXCELLENT LOCATION FOR
an experienced home-made candy maker. Must have capital and equipment. Write for particulars. Address: L-2035, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

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Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Illinois

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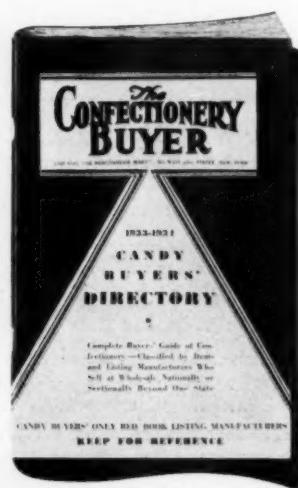
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Let's remember the lesson of the old year that cutting prices and selling on price alone without regard to quality got us nowhere at all . . . that the only way business can progress is to give the greatest dollar's worth for a dollar. With full realization that everyone must



live and let live, let's produce the finest product we know how and merchandise it as effectively as we can . . . then and only then, will our business be built upon a firm and lasting foundation to survive the destructive influences which still surround us.

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